Wurlitzer's "Triple Action" Advertising Campaign will reach Everybody... Everywhere!

During 1946, Wurlitzer's national magazine and coast to coast billboard advertising will register close to two billion impressions on the American public.

Everybody everywhere will be told over and over again that Wurlitzer Music is "America's Favorite Nickel's Worth of Fun"... that you can enjoy Wurlitzer Phonograph Music wherever you see the Sign of the Musical Note.

Already there has been a tremendous response. Results will be intensified as time goes on. More and better locations for Wurlitzer Factory-Approved Music Merchants. More and better patronage and profits for Wurlitzer location owners. More and more location owners who will be satisfied with nothing but Wurlitzer Phonograph Music. The Rudolph Wurlitzer* Company, North Tonawanda, New York.

*The Name That Means Music to Millions

Wurlitzer's "Triple Action" Advertising Campaign will reach Everybody... Everywhere!
The new AMI phonograph is a music lover's picnic ground. A dazzling tableau of forty selections casts an hypnotic spell on every onlooker. Hands instantly reach into pockets and purses feeling for every available nickel, dime and quarter. Metal money was never magnetized quicker than by this irresistible 3-pole magnet! AUTOMATIC INSTRUMENT COMPANY

679 North Wells Street, Chicago 10, Illinois
La Genco Manufacturing Co., Chicago, Ill., ha fabricado una máquina nueva de deslizamiento, llamada “Total Roll,” la que ha llamado mucho la atención.

La firma Amusement Machine Co., de Chicago, Ill., ha creado un nuevo tipo de juego llamado “Juego de la Guge” que también ha demostrado ser muy interesante.


En el campo de juegos de bolas, la William Mfg. Co., Chicago, Ill., ha introducido su nuevo juego llamado “Suspense” el cual ha atraído gran atención.

La Bally Manufacturing Co., Chicago, Ill., ha presentado un juego nuevo y radicalmente diferente de fonógrafo automático llamado “Modelo No. 1015.” Esta firma ha presentado al mismo tiempo un nuevo equipo de control remoto y también los altavoces automóviles. La J. P. Seeburg Corp. de Chicago, Ill., ha puesto en venta un nuevo modelo de fonógrafo que llaman “Modelo No. 14-69.”

El modelo nuevo y radicalmente diferente de fonógrafo automático fué presentado al mercado norte- americano por una firma nueva en el ramo. Este es el “Aireon Electronic Phonograph” de la Aireon Manu- facturing Corp., Kansas City, Kansas. Este fonógrafo tiene muchas características novedosas. Esta firma ha presentado una nueva línea de equipos de control remoto y de altavoces juntamente con su nuevo fonógrafo. Esta es la primera vez en Estados Unidos que se llama “Fiesta.”

La Rock-Ola Manufacturing Corp., Chicago, Ill., acaba de presentar un nuevo “fonógrafo del mañana,” que es conocido como “Modelo No. 1422,” y ha sido cotizado a un precio excesivamente atractivo. La semana pasada tuvo lugar una exhibición privada, presentada por una firma de Chicago, Ill., que nunca se había dedicado antes a este negocio, de un fondo lleno de enteramente nuevo. Este es el “Challenge Gold,” de la Challenge Industries, y, según se informa, es fonógrafo que toca 30 discos y tiene además otras novedades.

También se presentará este mes el fonógrafo de 40 selecciones, de la Automatic Instrument Co., Chicago, Ill., el que se espera despertará gran interés y atención, ya que esta es una de las firmas más antiguas fabrican- tes de fonógrafos automáticos de los Estados Unidos.

Otros fonógrafos nuevos serán presentados por la Packard Manufacturing Corp., Indianapolis, Ind., y las Mills Industries, Inc., Chicago, Ill. Todavía no se ha anunciado cuando aparecerán.

Serán de inmenso interés para nuestros amigos lati- noamericanos los nuevos entretenimientos que hemos recibido en el mercado hasta la fecha. Entre ellos figuran desde las máquinas automáticas del juego de bolitas, juegos de queso hasta los juegos de bolitas, tragamonedas, juegos de mostrador y muchos otros tipos de máquinas para gale- rías. Todas las firmas han decidido atraer a los Estados Unidos hacia los equipos más grandes y costosos.

La Chicago Coin Machine Co., Chicago, Ill., ha introducido una máquina del juego de hockey con el cual parece que se vendrá en la primavera. Se llama “Gonele” y se ha hecho muy popular.

La Bally Manufacturing Co., de Chicago, Ill., ha presentado un nuevo y diferente tipo de fusil rayo, llamado “Undersea Raider” y es una máquina muy interesante.

En cuanto a las máquinas del tipo para galerías, la Mutual Mutoscope Corp. N. Y., ha introducido una línea completa y se está preparando para presentar con su máquina automática “chrome” las parantes “Photomatic” y también la característica principal. La Exhibit Supply Co., Chicago, Ill., ha anunciado una línea completa de máquinas para galerías y ya ha distribuido una circular referente a algunas de ellas.

Vale la pena informar ahora, a nuestros numerosos amigos latinoamericanos, que la industria norteamerica- cana de máquinas automáticas tiene gran interés por establecer el comercio de exportación con los países de América Latina. Aconsejamos a todos los comerci- antes, que deseen adquirir máquinas de entreteni- miento y fonógrafos automáticos, se dirijan a la ma- nufacutura directamente o por intermedio de los Estados Unidos o de los países que necesiten distribuidores en la América Latina para enviarles sus productos. México, Panamá, Cuba y Puerto Rico figu- ran ya en la lista de nuestros importadores.

Esta es “la única revista semanal exclusivamente confidencial de la industria de máquinas automáticas que funcionan con una moneda. La que esperamos sea de los gran un placer para los comerciantes latinoamericanos. La suscripción de “THE CASH BOX” aparecerá cada semana y será remitida por Correo de Primera Clase, a fin de que llegue rápidamente a la América Latina. Contiene las últimas y más completas informaciones, así como también avisos de todos los principales manu- factureros y distribuidores.

El texto se termina en español, y que más tarde aumentaremos con otra en portugués, aparecerá a in- tervalos regulares y dará una información completa de todos los nuevos productos, conforme éstos vayan apa- reciendo en el mercado.
This Industry Hasn’t Yet Started.

By Bill Gersh

Keen business men who have had the opportunity to become even slightly acquainted with the coin machine trade, especially during the war period, are adamant in their belief that “this industry hasn’t yet started.”

During the war, when it was necessary for the members of this field to come in contact with officials of the OPA, WPB, WMC and various other federal agencies, the heads of these government agencies were very much surprised at the extent and the tremendous possibilities of the coin machine industry.

Both George P. Toomey, former Head, Consumers Durable Goods Division, Office of Price Administration and Ellis G. Bishop, who followed him into this position stated, after coming in close contact with this industry, that in their estimation, “this business hasn’t even yet started.”

The majority engaged in this industry have their noses pressed too closely to the trees to be able to see the great forest beyond. This is plausible. Each man in this field is busy with his own little part in it. But as a whole, the field is greatly expanding. It is winning a greater following. Men with great business vision and foresight are entering into it.

Most publicized, so far in this post-war period, has been the automatic merchandising field. Almost every newspaper in the nation has featured the fact that beverage dispensers, frozen food venders, automatic laundries, frankfurter broilers, etc., etc., will soon become a common part of the American scene.

Today automatic music is accepted as a very definite part of the American way of life. The juke box industry, in its many expanding branches, expects to capitalize on a million locations by 1948. Such tremendous growth is beyond the imagination of the members of any other industry.

In California and Idaho there are now moves afoot to legalize and license slots. In many closed territories there is a belief among coinmen that the public favor the return of coingames, and that a poll taken in these areas will prove this to be the case.

All this is but pointing to the great growth which is bound to come about in this field. It challenges the imagination as to what this industry will look like ten years from today. And this, therefore, makes more than ever plausible the belief that this industry “hasn’t yet really started.”

"THE CASH BOX"

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

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Every enterprise dealing with the public — or any portion of the public — needs good public relations. It needs the understanding, the cooperation, the friendship of the people who provide its income and represent the market to which it sells its merchandise or its services.

Probably no other business group requires an improvement in its public relations more than the coin machine industry. There are two reasons why thoughtful, intelligent, aggressive action is necessary.

In the first place, the coin-machine operator, distributor, and manufacturer for years has been exposed to constant attacks from many directions.

And secondly, the industry itself has thus far done little or nothing to win the friendship of individual groups or the general public.

It has done little, that is, in the direction of a planned campaign to build good will. The pleasure and entertainment our industry provides is certainly its own best advocate. But not enough has been done to capitalize upon the initial good impression created by the amusement devices supplied to the public by coin machine men ... and that good impression cannot be expected to stand alone against the onslaughter of political and professional busy-bodies.

How can the goal of better public relations for the coin-machine industry be achieved? I do not profess to know all the answers, and I certainly do not believe there is any short-cut formula or quick panacea for a problem of such longstanding as ours. Nevertheless, three things that can be done seem very obvious.

1. Manufacturers must constantly seek new and higher standards of performance for their products. None of us can rest on past laurels, on obsolete designs and principles. The public has been educated to expect revolutionary ideas from industry, and our branch must keep pace with the developments in other fields. Every coin dropped into a coin chute must deliver the ultimate in entertainment and service of which our individual efforts are capable.

2. Each of — operator, distributor, and manufacturer alike — must conduct his business and himself in a manner beyond criticism. Integrity, sanity, and good manners are sound business habits which all of us owe to the industry and to ourselves.

3. A concerted effort should be made to tell the public of the benefits coin-operated devices provide to them. Whether this effort is an individual one conducted by each company with a stake in the growth and progress of the coin-machine industry, or a collective one by the field as a whole, it must be conducted on a professional basis and directed by experts in public relations. Advertising and publicity are powerful and effective only if pointed in the right direction and guided to the mark by men whose experience and skill qualify them to make the most of every opportunity.

Every branch of American business today stands at the crossroads.

The American public has had five years to gain a new perspective and make new evaluations of the contributions bestowed in the past by each manufacturer and service organization in the country.

The right of survival and the opportunity to progress is theirs to determine.

If we want them on our side, we must take the proper steps to deserve and win their friendship.
PUBLIC RELATIONS PROGRAM CAN STOP INDUSTRY ABUSES

By AL. A. SILBERMAN
Executive Vice President
Williams Mfg. Co.

Congratulations to all the distributors, jobbers and operators in 45 states who have responded to the call for unity, by joining C.M.I. as associate members.

But what's the delay with the coinmen in the other three states? While genial Jim Gilmore, Secretary of C.M.I., is swamped with applications from all parts of the country and the response of coinmen generally has been genuinely gratifying, there are nevertheless a considerable number of operators who either have not heard nor read about the invitation to join C.M.I. or are otherwise indifferent.

To these men, this message is addressed. C.M.I. has great and progressive plans, which it is desirous of putting into effect at the earliest possible moment.

The very first step in these carefully laid plans, is the setting up of a capable and efficient Public Relations Department, whose function it will be to create and carry out a program, calculated to obtain and hold favorable public opinion of our industry.

It will be a Big Job, national in scope, and will ultimately reach into the smallest villages in the country. It will affect YOU, as an operator, very favorably and accordingly warrants and must have, your faithful support.

The forces of intelligently planned public relations will make itself felt and generally serve as a barrier against ill considered and unjust taxation. In many communities, operators of coin machines have been made targets of those whose aim it is to tax them out of business.

A case in point is a certain town in the northwestern part of the state. The local officials put to the legislature a license fee of $1000.00 to be paid by operators and $100.00 per location. A total of $1100.00 tax on each pin game, where the average planning to tax equipment to an extent of 10% to 25% of the gross take.

If this sort of thing is permitted to go on without planned resistance, it will be picked up by other cities and sweep the country like a conflagration. All signs point to the urgent and immediate need of unification of the entire industry at full strength.

No useful purpose will be served by ignoring an issue as important as this, which must inevitably be faced. The power of awakened and informed public opinion is irresistible, a definite fact and one which the Public Relations Dept. will take the fullest advantage of.

Many operators have inquired as to the specific function of a Public Relations Dept. and therefore a full and complete educational campaign of public enlightenment will be instituted. It will be the job of Public Relations Dept. to foster favorable public opinion and make a coin machine as "American as a hot dog at a big league ball park." Records show that the overwhelming favor in which coin machines were held by our soldiers and sailors in every theatre of operation, where equipment was available. Hospitalized servicemen, convales-

ing from their wounds and illnesses, forgot their pain in a few happy moments of relaxation around a pin game or juke box. The buzzing bumpers and flashing lights of a pin game brought a touch of home. A juke box with Bing Crosby’s voice or Harry James’ trumpet gave them a short moment of welcome respite.

The morale value of coin machines during the war was an indispensible asset.

Coin machines have been definitely accepted as a form of pleasurable American entertainment by millions of Americans.

Public Relations Counsel will have an abundant supply of rich, juicy and favorable material for public consumption. For example — a national survey could be made for the purpose of listing "typical American habits" in numerical sequence, in the order of their popularity. You wouldn't need a crystal ball to see that the habit of patronage of coin machines of all types would be high on the list.

Our habits are a part of our everyday lives — the little things from which we derive a little harmless pleasure and enjoyment are part of our very existence. The habits of the average American, constitute those things which one likes to do and are largely personal.

Why then, should any one person or group, whether elected or appointed to public office, force upon the majority of citizens such onerous ordinances as are calculated to legislate personal habits?

Thousands of returned veterans are employed in the coin machine industry. Thousands more are setting up operations of their own. Where then, is the man who would openly deny them this right? Who, indeed, would wrap himself in such virtue as to set himself up as the sole hero-prophet in which rests all that, which is righteous and holy?

And yet, we have a breed of public officials in certain communities who believe they can enforce regulatory restrictions upon harmless personal habits of others. They live in a narrow sphere of hypocrisy. They wear white pants and carry umbrellas. Laid in the middle and want others to think and live according to their mentally cramped standards. They should be informed that coin machines are an instrumentality of the Devil. Somehow, someway, they manage to get into public office and with characteristic arrogance, try to enforce their intolerantly narrow way of life upon the citizenry by law.

NO ONE can legislate personal habits in American. Prohibitionists tried it for a while and now knows that the "Noble Experiment" brought the most disgraceful and tragic period in our country's history.

High taxes and excessive license fees, levied by spirituous officials, prejudiced against coin machines, are the terms on which our profits with their vicious tax teeth until your business structure crumbles and falls.

Wake up operators and enlist your support by helping to furnish the ammunition to C.M.I. and the Public Relations Dept. will go into battle against the intolerant influence, which would deny us one of our basic right — the fundamental right of free enterprise.

How can you afford to miss the opportunity of making a pin game this great work? You are certainly interested in the protection and growth of your business and the profits derived therefrom. Unreasonable license fees and taxes certainly affect your business — do they not? Well, then, THIS IS YOUR BUSINESS, this is your money.

Remember — you cannot push anyone up a ladder, unless he is willing to climb a little. Public relations workers are beset with many complex problems. There should be no need to "sell" anyone in the business the idea of joining C.M.I. as an associate member. The response to the initial invitation should have been prompt and immediate by EVERYBODY in the industry.

Don't sit smugly by on the sidelines, with that confident feeling that your particular territory is immune to adverse legislation. The fallacy of that attitude of false complacency, "It can't happen here" has brought sad disillusionment to many on more than one occasion. Don't let the public large guy who has the revolving door on the other fellow's push up, and be publicly counted as a supporter of a Public Relations plan, calculated to make a great industry, greater.

Send your check for $25.00 attached to your letterhead for business card — THE CASH BOX. Jim Gilmore, Sec., C.M.I., 134 No. La Salle St., Chicago, III. The time is not far distant when the full realization will be brought home to you that your affiliation with C.M.I. as an associate member will be the best investment you have ever made.
This present year of 1946 will be remembered in the coin-operated equipment industry as the year of tremendous opportunity. If we fail to grasp our opportunity, the industry will continue to struggle for years against adverse forces. If we seize the opportunities presented to us in 1946, our industry can gain a strong and stable position in the American industrial community.

Our greatest opportunity is the opportunity to win a secure place in the esteem of the American public. The remarkable record of the industry during the war, a record of quick conversion to war production and honor-winning achievements, gives us a dramatic background on which to develop a public relations program which can end forever the petty sniping which has so long hurt our industry. Equally important is the aggressive, self-reliant way in which the industry has re-converted to civilian production, thus doing our full share to ease the economic shock of the war's end.

We at Bally have unquestioning confidence in the industry's ability to grasp our opportunity and grow great. Our confidence is indicated by our program. Although still struggling with problems of material procurement, we are expanding our facilities and pushing forward an enlarged line of products. We know that eventually all the bottle-necks will be broken. We are not waiting until they are broken to proceed with our program. We are going ahead now and, when greater production is possible, we will be ready to bring to our customers a balanced line of products which in turn offer to operators the greatest opportunity for profitable operations in the history of the industry. We are grasping our opportunity because we do not question for a moment that the industry as a whole will grasp its opportunity.
Four golden years of prosperity had passed — years of great achievement in all fields.

In a quiet club celebrating their best of many New Year's Eves were three coin machine men. As was natural with these boys, they started shooting the breeze about business.

Eddie was the first to start reminiscing. "You know," he said, "I've really made a lot of that moola these last four years. It got so good I was able to let some of my salesmen go and take orders by phone. Boy, oh boy, I remember in '46 and '47 I was telling my customers just what they could buy, and if they didn't like it — well, I always had plenty of customers. My business has hardly cost me a cent over outright operating expenses."

"I don't know, Eddie," said Maxie shaking his head, "You're going to pay for not milking that territory of yours better. Personally," continued Max, "I went all out. Every club, location or operator that got to me first with that green stuff got his machines. Then my boys went out and really pushed our line. We didn't sell service or take the time to get each spot set up right, but I can pick that up after the rush. You know the operators were crying a little, but what the heck, I couldn't police my whole layout."

Jack was looking from one to the other. He shook his head sadly. "You boys really did all right, but my kid could have done all right these last four years. But now what? I've done the best business of my life, and yet there isn't one customer of mine that hasn't had personal service. I stocked repair parts, advertised, circularized and called in person on every town and hamlet in my territory. Why," he asked, "do you think I did this? Because I'm looking ahead to these next ten years. This thing won't last forever and I'm ready to reap the reward of giving customers, whether they bought one or two hundred pieces of equipment, every possible consideration."

All three of the boys fell silent. Thoughts and ideas were flitting through each of their minds. To Eddie and Max, a slight feeling of annoyance and foreboding was taking hold.

Had they killed the golden goose?

What do you think?
TAVERNS CLOSING FORCES NEED FOR 70%-30% COMMISSION BASIS NOW


NEW YORK—With tremendous financial loss facing the juke box industry due to closing of taverns everywhere in the country the major portion of each week, as predicted by the nation's leading brewers, leaders in the trade have appealed to The Cash Box to urge juke box ops and their associations to adopt the urgent suggestion which The Cash Box has been making for more than three years now and instantly arrange for a 70%-30% commission basis.

One noted juke box leader writes, "If ever the juke box trade should adopt the suggestion which your publication has been hammering home at it for so long — it should do so now. There is no doubt that the loss to this industry will be terrific. We are already faced with many taverns running short of beer by Tuesday and Wednesday of each week, even tho the owners are trying their best to hold prices down to their own customers.

"This has been reflected in collections from our juke boxes this past week. We found a drop of better than 15 per cent, and from all indications, we expect that this will go down much lower for some of the tavern locations we have already advised us that they are actually going to close up the balance of the week as soon as they have sold their beer quotas. It is also well for all to remember that these aren't yet the hot months when beer is at a premium.

"We feel certain that we can get 70 per cent commission from our locations if all the other operators in our area will agree to do the same. The tavern owners realize that our expenses continue on regardless of whether they are closed or open. We have discussed this with them. In fact, some of the spots we've approached did not hesitate to go along with us and admitted that under these conditions we should get 70 per cent of the gross intake."

This letter speaks for itself. It is clean. It is fluent. It tells a story which no juke box operator in the country will deny — nor can he argue against, especially under prevailing conditions.

Tho the juke box trade went thru a few bad summers when beer was hard to obtain, The Cash Box did not appeal for a 70%-30% commission basis to come into effect because of this reason. Instead, this publication definitely pointed out that the industry was faced with a tremendously increased overhead and that the price of the new phonos had also gone up to a point where, instead of the usual 12 months to 18 months amortization period formerly required, there was now a 24 months or longer period for amortizing necessary.

Furthermore, with all indications that there is already an inflationary cost era under way it was most necessary for all juke box operators to get into action at this time to bring about a higher collection income to offset the loss which was sure to become their lot, unless they acted fast. And The Cash Box suggested that the juke box trade immediately adopt a 70%-30% commission basis to offset any possible loss due to increased costs of materials, supplies, parts and general overhead as well as the higher price of the phonos themselves.

There are now some juke box ops who are recommending that the phonos get 10c per play, 3 tunes for 25c, against the former 5c per play and thereby the trade will be able to continue on without "disturbing the location owners" and asking them to cut the 50%-50% commission basis now in use thruout the nation.

It is up to the juke box ops and their associations to act quick in this beer emergency. They must adopt a better commission basis for the operator to survive. They must start off with the 70% to the operators, 30% to the location owner commision basis right now. And continue it so that the trade will enjoy prosperity and be assured of a smooth financial future.
Atlanta, G.A.

Aren't You Glad You're You?
Shep Fields and His Ork.
(Vogue 712)

• The "picture record" Vogue has been talking about for months finally has made its appearance and it's a perfect job in looks and technical accomplishment. Vogue picked a good crew in the Shep Fields aggregation to introduce the trick disk of plastic and then they coupled it with a coupling of two sock numbers, "Atlanta G.A." and "Aren't You Glad." The Fields boys do a splendid musical job on both and the disk itself is noticeable for the improvement in tone it gives recordings. Vogue didn't have to put that Retty Girl, or whatever she is, in the colored picture layout, although we'll admit she adds gaiety to the gay looks of the disk.

Nobody's Sweetheart
Body and Soul
Johnny Guarini, Cosy Cole, Bob Haggart
(Majestic 1032)

• A trio of hot jazz artists, Johnny Guarini, Cosy Cole and Bob Haggart, are featured on this waxing of two all-time hits, "Nobody's Sweetheart" and "Body and Soul." The boys go to town on "Sweetheart" in typical fast jazz tempo in spots but switch to draggy improvisations on the flipover, "Body and Soul," to complete a job that will do double business wherever jazz lovers gather. Their subdued handling of both sides is a great ad for hot Jazz.

Give Me a Little Kiss
Where Did You Learn to Love?
Louis Prima
(Majestic 7172)

• Here's one of the top bands of the country in a display of versatility that should pay off in the cash boxes. Louis Prima and his boys do a nice bit of playing of "Give Me a Little Kiss," with Prima handling the vocal in his own peculiar style. On "Where Did You Learn to Love," Jack Powers does the singing. Both sides are good Prima and sure-shots for the Prima fans all over the country.

Groovy
Drifting Blues
Johnny Moore's Three Blazers
(Philo 112)

• A good instrumental trio does a nice job of a fast number, "Groovy," and then slows down in pleasing fashion to give a good rendition of a slow tune, "Drifting Blues." This second side has an added feature in a vocal by Charles Brown, whose voice and style remind you of King Cole. It's a good disk for most all spots.

SLEEPER OF THE WEEK

Drink Hearty
Henry "Red" Allen
and His Ork.
(Victor 20-1813)

• Two weeks after this waxing of "Drink Hearty" hits the nation's juke boxes, that's all you'll be hearing no matter where you go—either the record itself or reference to it in gatherings between people. It's that kind of thing, a catch-word phrase that everybody'll be using it. To spur it on, this recording by Henry "Red" Allen will play a big part for "Red" has done a swell job with it. Aided by a vocal group, Allen gets all the zip out of it. The lyrics are its big selling point. It's all about table hoppers or drink moochers with a bit of advice thrown to them to stay with their own party and stop mugging into other gatherings. Such a universally topical and humorous subject should get plenty of play in the boxes everywhere. The backing is a hot jazz number, "The Crawl.

What's In's?
Wondering and Thinking of You
Illinois Jacquet and His All Stars
(Apollo 750)

• You've heard of tunes that are good to drink to, dance to, make love to and walk to, but now we'll give you one that's good to—bow to. It's "What's This?" and the little gal next door tells us it's a good waxing but especially good to bow to. She should know as she's quite a bowler. Illinois Jacquet and his boys give the number all they've got, which is plenty. The other side, "Magnifique," is a slow blues with tricky, very tricky instrumental background. Russell Jacquet does the vocal well, but it's the tricky arrangement that catches our fancy.

Here Am I, Do Lord Send Me
Shady Green Pastures
Georgia Peach
and the Harmonaires
(Apollo 103)

• What the play of spirituals in the juke boxes is we have no idea, but we do know that over the radio it's quite a feature. For that reason, and on the possibility that many box operators go in for this type of number, we're tipping off a disk of "Here Am I" and "Shady Green Pastures." A good vocal group, the Harmonaires, do these two spirituals in typical spiritual style and there isn't much to find fault with. The voices are fine and the soloist, billed as Georgia Peach, doesn't have to bow to many singers of this category.

It's All Over
Amateur Night in Harlem
Tab Smith Ork.
(Apollo 369)

• "It's All Over" is done in nice style by Tab Smith's crew, with Willie Bryant, one of Harlem's favorite sons, and Taft Jordan, doing right smart with the vocal. But the other side, as far as we're concerned, is just an ad for the Apollo Theatre, with names of stars galore tossed into the lyrics without much rhyme or reason. And musically, it's just average. However, it may go in Harlem because of the local appeal.

RECORD MANUFACTURERS!
Send Your New Releases
For Review to:
DAVE QUIRK
c/o THE CASH BOX
381 FOURTH AVENUE
NEW YORK 16, N. Y.
FOREWORD Many times, wide differences appear in the high and low prices of certain equipment. Like any true reporter The C.M.I. Blue Book can only feature the market prices as they are quoted. The C.M.I. Blue Book acts exactly the same as the market quotation board at the Stock Exchange—posting the prices as they are quoted for the past week, regardless of how much they may seem to be out of line. Some prices do not change for months. The C.M.I. Blue Book, rather than show no price, retains the last known quotations for such equipment so that the subscriber at least has the last known prices as a basis to work with. Prices continue to be very widely divergent these days. Someone on the West Coast may feel a certain machine worth $150.00 whereas someone on the East Coast may think it worth but $75.00. Of course, condition, serial, appearance, demand, territory, quantity, etc., must all be taken into consideration. The C.M.I. Blue Book reports each quotation exactly as it is made and depends on the subscriber to make average price adjustment to fit the peculiarities of his own territory.

METHOD The C.M.I. Blue Book should be read as follows: First price listed is lowest price for the week; Second price listed is highest price. Where only one price appears this should be considered lowest price.

IMPORTANT Machines underlined mean these were most active in trading the past week.

CODE Check this code carefully. Become acquainted with each one of the code numbers and what they signify. These code numbers appear in front of the name of each machine.

1 MEANS PRICE WENT UP.
2 MEANS PRICE WENT DOWN.
3 MEANS MACHINE JUST ADDED TO LIST.
4 MEANS PRICES WENT UP AND DO IN DURING THE PAST WEEK.
5 MEANS PRICES REMAINED SAME AS IN LAST PRICE LISTS.
6 MEANS NO PRICES QUOTED FOR PAST TWO WEEKS.
7 MEANS NO PRICES QUOTED FOR PAST THREE WEEKS.
XX MEANS NO PRICES QUOTED FOR MANY WEEKS — PRICE SHOWN IS LAST KNOWN QUOTATION.
### WURLITZER

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### ROCKOLA

2. 12 Record $119.50 $125.00
6. 16 Record 125.00 175.00
1. Rhythm King 12 125.00 125.00
1. Rhythm King 16 135.00 175.00
xx. Imperial 16 125.00 169.50
1. Imperial 20 250.00 295.00
xx. Windsor 237.50 310.00
2. Monarch 215.00 250.00
xx. Windsor, Ill. 250.00 300.00
1. Std. Dial-A-Tone 325.00 475.00
5. '40 Super Rockolite 450.00 495.00
xx. Counter '39 125.00 165.00
5. '39 Standard 300.00 400.00
5. '38 Deluxe 350.00 450.00
5. '40 Super Walnut 340.00 365.00
5. '40 Super Marble 365.00 375.00
xx. '40 Master Walnut 335.00 365.00
5. '40 Master Rockolite 425.00 475.00
xx. '40 Counter 165.00 195.00
xx. '40 Counter with Std. 149.50 175.00
5. '41 Premier 525.00 550.00
2. Wall Box 7.50 12.50
6. Bar Box 10.00 17.50
xx. 41 Bar Box 20.00 20.00
xx. Spectravox '41 65.00 115.00
xx. Spectravox '41 65.00 115.00
xx. Modern Tone Column 95.00 95.00
xx. Modern Tone Column 50.00 69.50
xx. Playmaster & Spectravox 350.00 425.00
xx. 12 Cab. Speaker 175.00 175.00
xx. 20 Rec. Steel Cab ASA 109.50 109.50
xx. Playbox 30.00 30.00
2. Commando 545.00 650.00
7. 1501 Wall Box 5.00 10.00
xx. 1502 Bar Box 3.50 6.00
xx. 1503 Wall Box 19.50 20.00
5. 1904 Bar Box 24.50 27.50
xx. 1510 Bar Box 25.00 25.00
xx. 1525 Wall Box 27.50 45.00
5. 1526 Bar Box 30.00 42.50
5. Dial-A-Tone B&W Box 15.00 17.50
xx. 1605 Organ Speaker 37.50 50.00
xx. Tone-A-Liner 166.00 166.00
xx. Deluxe Jr. Console Rock 150.00 150.00
xx. Playmaster 295.00 375.00

### A. M. I.

1. Hi-Boy 302 395.00 649.50
5. Singing Towers 201 450.00 475.00
xx. Streamliner 5-10-25 275.00 295.00
xx. Top Flight 275.00 275.00
xx. Model V-5 Phono 60.00 60.00
xx. Singing Towers Speak 15.00 15.00
7. Singing Towers (201) 275.00 325.00

### BUCKLEY

7. New Wall Box 10.00 23.00
7. New Bar Box 15.00 23.00
xx. Wall & Bar Box Old Style 3.50 4.50
5. Ill. Wall & Bar Box 24.50 27.50
xx. 32 Record Adaptor 14.95 17.50
xx. 24 Record Adaptor 15.00 15.00
xx. 16 Record Adaptor 15.00 15.00
xx. Steel Cabinet 10.00 20.00
xx. Zephyr Speak Cab. 11.25 11.25
xx. 20 Rec. Seeburg Adaptor 25.00 39.50
5. Bar Brackets 95 25.99

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*Images and other media related to the text have been omitted for readability.*

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*Images and other media related to the text have been omitted for readability.*
### SEEBURG

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### KEENEY

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### MILLS

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www.americangam Machinehistory.com
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### Week of March 25, 1946

1. Long Acre                      | 369.50 | 465.00 |

| 5. Long Shot, PO     | 129.50 | 250.00 |
| 6. One-Two-Three '39, FP | 29.50 | 35.00 |
| 2. One-Two-Three '40 | 60.00 | 69.50 |
| 5. One-Two-Three '41  | 75.00 | 79.50 |
| 2. Owl, FP            | 50.00 | 79.50 |
| xx. Pastime (Rev)     | 175.00 | 293.50 |
| 5. Preakness, PO      | 12.50 | 14.50 |
| 5. Pacemaker, PO      | 50.00 | 55.00 |
| 1. Pimlico, FP        | 289.50 | 375.00 |

| xx. Pot Shot          | 39.50 |       |
| 5. Race King (Rev)    | 94.50 | 125.00 |
| 2. Record Time, FP    | 127.50 | 174.50 |

| 5. Rockingham         | 179.50 | 225.00 |
| 1. Santa Anita        | 69.50 | 110.00 |
| xx. 7 Flasher, FP     | 79.50 |       |

| xx. Sport Event, FP   | 135.00 |       |
| 5. Sky Lark, FP & PO  | 139.50 | 175.00 |
| 2. Sport Special, FP  | 127.50 | 169.50 |

| 5. Sport Page, PO     | 29.50 | 37.50 |
| 7. Spinning Reels, PO | 100.00 | 110.00 |
| 2. Sport King, PO     | 150.00 | 239.50 |

| xx. Stepper Upper, PO | 65.00 |       |
| 2. Sportsmen (Rev)    | 195.00 | 225.00 |

| 1. Track Record       | 55.00 | 75.00 |
| 5. Thistledown        | 25.00 | 55.00 |
| 1. Thorobred          | 369.50 | 395.00 |

| 7. Turf Champ, FP     | 49.50 | 52.50 |

| xx. Turf Special      | 15.00 |       |
| 1. Turf King          | 325.00 | 375.00 |
| 5. Victorious 1943 (Rev) | 74.50 | 79.50 |
| xx. Victorious 1944 (Rev) | 65.00 | 84.50 |
| 5. Victorious 1945 (Rev) | 99.50 | 109.50 |

| 5. Victory, FP        | 39.50 | 47.50 |
| 5. Whirlaway (Rev)    | 249.50 | 275.00 |

| 5. Winning Ticket      | 65.00 | 69.50 |
| 6. War Admiral (Rev)   | 125.00 | 265.00 |

| xx. Zipper            | 29.50 |       |

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*www.americanradiohistory.com*
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# CAILLE

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FREE PLAY PIN GAMES

5. A. B. C. Bowler $49.50 $67.50
1. Action (Rev) 99.50 149.50
1. Air Greus 110.00 135.00
2. Air Force 74.50 85.00
xx. Airliner 27.50 27.50
2. Airport 17.50 25.00
xx. Alert (Rev) 59.50 75.00
xx. Ali Baba 29.50 65.00
1. All American 27.50 35.00
1. All Out (Rev) 59.50
5. American Beauty (Rev) 99.50 129.50
2. Anabel 27.50 35.00
2. Arizona (Rev) 129.50 249.50
2. Armada 19.50 30.00
1. Argentine 65.00 82.50
8—CASH BOX
xx. Arrowhead 19.50 50.00
2. Attention 50.00 60.00
xx. Avalon 15.00 27.50
xx. Ariray 22.50
2. Bally Beauty 15.00 22.50
xx. Banner 17.50
1. Bandwagon 30.00 49.50
1. Bang 12.50 30.00
2. Barrage 37.50 45.00
xx. Battle 87.50 100.00
4. Belle Hop 85.00
1. Big Chief 42.50 65.00
7. Big League 22.50 40.00
1. Big Parade 109.50 139.50
xx. Big Show 19.00 30.00
2. Big Ten 27.50
6. Big Six 19.00 27.50
6. Big Three (Rev) 100.00 179.50
2. Big Time 44.50
2. Big Top 104.50 249.50
xx. Big Town 21.50 40.00
xx. Blackout 15.00 35.00
6. Blondie 20.00 25.00
4. Bombardier (Rev) 69.50 119.50
4. Bola Way 69.50 89.50
7. Bomb-the-Axis 50.00 64.50
4. Boomtown 29.50 30.00
xx. Bordertown 24.50 40.00
4. Bosco 69.50 92.50
xx. Bounty 12.00 25.00
xx. Bowling Alley 20.00 33.50
xx. Bow-See 12.50
2. Brazil (Rev) 194.50 249.50
xx. Brite Spot 22.50 59.50
2. Broadcast 39.50 69.50
xx. Buckeroo 15.00 19.50
4. Capt. Kidd 69.50 89.50
2. Cadillacs 25.00 29.50
xx. Canton 149.50 190.00
xx. Casablanca (Rev) 179.50 225.00
3. Catalina 249.50
2. Champ 39.50 69.50
xx. Champion 12.50 39.50
xx. Charm 39.50
5. Chevron 19.50 24.50
xx. Chief 15.00
xx. Childe 17.50 49.50
xx. Circus 25.00
5. Click 74.50 79.50
xx. Clipper 25.00
6. Clover 20.00 32.50
xx. C. O. D. 15.00 15.00
xx. Commander (Rev) 50.00 55.00
3. Commodore 24.50
7. Congo 24.50 29.50
1. Congrat 17.50 25.00
2. Contact 15.00 17.50
2. Contest 94.50 99.50
xx. Convention 19.00 32.50
1. Cowboy 125.00 175.00
1. Cross Line 65.00 69.50
5. Crystal 34.50 45.00
xx. Double Decker 69.50 82.50
xx. Dandy 19.00 27.50
xx. Daily Dozen 10.00 15.00
5. Davy Jones 13.00 20.00
xx. Demon (Rev) 30.00 35.00
2. Defense (Genoa) 80.00 99.50
xx. De-Icer (Rev) 79.50
7. Destroyer (Rev) 69.50 79.50
xx. Dive Bomber (Rev) 35.00 45.00
xx. Double Play 55.00 70.00
1. Doughboy 23.50 44.50
5. Drum Major 20.00 35.00
1. Duke Ranch 42.50 54.50
xx. Duplex 50.00 59.00
2. Eagle Squadron (Rev) 99.50 145.00
7. Entry 39.50 40.00
2. Eureka 25.00 34.50
xx. Falling Sun (Rev) 59.50
xx. Fantasy 30.00 45.00
1. Fifth inning 44.50
xx. Fifty Grand 29.50
6. Fishin' (Rev) 55.00 74.50
6. Five-in-One 25.00 45.00
5. Five & Ten & Twenty 100.00 145.00
5. Flagship 16.95 30.00
1. Fly the Top (Rev) 33.50 39.50
1. Fleet 45.00 49.50
2. Flicker 55.00 65.00
2. Flying Tiger 99.50 110.00
5. Follies '40 29.50 30.00
2. Follow Up 17.50 20.00
1. Foreign Colors 109.50 169.50
7. Formation 20.00 25.00
1. Four Aces 105.00 139.50
1. Four Diamonds 65.00 70.00
xx. Four-Five-Six 15.00 22.50
5. Frankie 99.50 69.50
1. Fox Hunt 44.50 49.50
xx. Flash 18.50 23.50
1. G. I. Joe (Conv) 60.00 89.50
1. Girl-Boy (Rev) 99.50 69.50
4. Glamour 32.50 65.00
1. Gobs 25.00 129.50
1. Gold Star 35.00 54.50
2. Golden Gate 19.50 17.50
1. Grand Canyon (Rev) 194.50 249.50
1. Gun Club 69.50 85.00
xx. Headliner 20.00 39.50
xx. Hi-Boy (Rev) 45.00 60.00
1. Hi-Dive 39.50 95.00
5. Hi-Hat 72.50 90.00
xx. High Light 12.50 19.50
6. High Stepper 32.50 39.50
2. Hit-the-Jap (Rev) 34.50 50.00
7. Hold Over 29.50 39.50
5. Hollywood
1. Home Run '40 27.50 44.50
5. Keep 'em Flying 19.50 69.50
2. Home Run '42 69.50 74.50
4. Horoscope 65.00 75.00
1. Idaho 225.00 249.50
2. Invasion (Rev) 92.50 125.00
xx. Jolly 15.00 29.50
2. Keep (Rev) 35.50 35.50
xx. Jumper 25.00 29.50
4. Jungle 59.50 85.00
2. Keep 'em Flying 124.50 154.50
xx. Keep-A-Ball 69.50 99.50
2. Kismet 179.50 249.50
xx. Kliek 15.00 22.50
www.americanradiohistory.com
### Free Play Pin Games

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### Week of March 25, 1946

The Cash Box Page 23
MUSIC

CHALLENGE INDUSTRIES
Challenge '47

AIREON
Fiesta
Artisan
Electronic Phono
Trio (Wall Box)
Solo (Wall Box)
Melodeon (Speaker)
Impressario (Speaker)
Carillon (Speaker)

WURLITZER
#1015
#3020—5-10-25c 3-wire Wall Box
#3021—5c Wall Box
#3031—5c 30-Wire Wall Box
#4000—Speaker
#4002—Speaker

SEEBURG
#1—46M
#1—46S

ROCKOLA
#1422—Phonograph
$595.00

PINS

GOTTLIEB
Stage Door Canteen
$249.50

MARVEL
Catalina
$249.50

UNITED
Riviera

WILLIAMS
Suspense
$279.50

P&S
Klamer
$249.50

EXHIBIT
Big Hit (Single Play)
$298.50
Big Hit (Multiple Play)
396.50

BALLY
Surf Queens
$289.50

COUNTER GAMES

DAVAL
Marvel, Plain
$50.00
With Ball Gum Vender
55.00
Marvel, Non-Coin Operated
54.00
With Ball Gum Vender
59.00
American Eagle, Plain
50.00
With Ball Gum Vender
55.00
American Eagle, Non-Coin Operated
54.00
With Ball Gum Vender
59.00

PIONEER
Smiley

ARCADE

CHICAGO COIN
Coolee
$525.00

GENCO
Total Roll

JAFCO
Roll-A-Ball
$379.50

MUNVES
Super Skee Roll
$349.50

AMUSEMENT ENTERPRISES CO.
Bank Ball
$375.00

BALLY
Underside Raider
$399.50

AMUSEOMATIC CORP.
Lite League

CONSOLES

KEENEY
Bonus Superbell

BAKER
5c Bakers Pacers Csh Std Mod
$500.00
25c Bakers Pacers Csh Std Mod
550.00
5c Bakers Pacers Csh DD Mod
550.00
25c Bakers Pacers Csh DD Mod
600.00
5c Bakers Pacers Csh Sep Std Mod
525.00
25c Bakers Pacers Csh Sep DD Mod
575.00

ONE-BALLS

BALLY
Victory Derby
$374.50
Victory Special
589.50

SLOTS

MILLS
5c Black Cherry Bell
$238.00
10c Black Cherry Bell
243.00
25c Black Cherry Bell
248.00
50c Black Cherry Bell
328.00
New Vest Pocket Bell
74.50

O. D. JENNINGS
5c Bronze and Standard Chiefs
$219.00
10c Bronze and Standard Chiefs
259.00
25c Bronze and Standard Chiefs
269.00
5c DeLuxe Club Chiefs
259.00
10c DeLuxe Club Chiefs
260.00
25c DeLuxe Club Chiefs
279.00
5c Super DeLuxe Club Chief
274.00
10c Super DeLuxe Club Chief
284.00
25c Super DeLuxe Club Chief
294.00
Challenger
475.00

GROETCHEN
Columbia Twin JP
$132.50
Lots of 5 or more
127.50
SENSATIONAL MONEY MAKER
For
Arcades — Carnivals — Shooting Galleries

THE NEW
ELECTRIC MACHINE GUN
WITH COMPLETE MOVING TARGET
IS NOW HERE — AND SELLING FAST

$3250.00
INCLUDING COMPLETE 12 FT.
TARGET AND 4 ELECTRIC MACHINE GUNS

LIMITED QUANTITY!! WRITE IMMEDIATELY!!

RUNYON SALES CO. of NEW YORK, Inc.
593 TENTH AVENUE (PHONE: LONGACRE 3-4820) NEW YORK, N. Y.

SELL US YOUR MUSIC MACHINES OR
YOUR A. M. I. TELEPHONE STUDIOS AND EQUIPMENT
TAKE ADVANTAGE OF TODAY'S PRICES!
Want Any Quantity — On Or Off Location Or Complete Routes — Anywhere In U.S.A.
WILL PAY HIGHEST CASH PRICES! PHONE — WIRE — WRITE

MUSIC MACHINES READY FOR LOCATION

5 Wurlitzer 412... $210.00 1 Wurlitzer 24 Victoria '14 430.00 5 Seeburg Hi Tone RDG. 675.00
5 Wurlitzer 416... 345.00 1 Wurlitzer 400 Speaker 145.00 1 Seeburg 5 Wire Console 325.00
5 Wurlitzer 24... 295.00 1 Seeburg RDG RDG. 375.00 2 Seeburg Cabinets 695.00
2 Wurlitzer 30... 455.00 3 Seeburg Hi Tone $5. 625.00 1 Seeburg Regal 450.00

We can deliver all makes and models of phonographs. Write or phone your needs!

SPECIAL THIS WEEK
5 AMI HIGHBOYS 40 RECORDS, FACTORY O.S.D. $549.50
25 NEW 20 RECORD AMI BAR BOXES $35.00

MISCELLANEOUS
5 Wurlitzer 300 Boxes $30.00 2 Seeburg 11/12/26. Bar-O-Matic Wireless 49.00
5 Wurlitzer 305 Boxes $30.00 2 Wurlitzer 29 Record 14/16 door 49.00
5 Wurlitzer 306 Boxes $30.00 2 Wurlitzer Bar Speakers 145.00 45.00
5 Wurlitzer 307 Boxes $30.00 2 Wurlitzer Pedestals 375.00 125.00
5 Wurlitzer 308 Boxes $30.00 2 Wurlitzer Roller Car 375.00 125.00
5 Wurlitzer 309 Boxes $30.00 2 Wurlitzer Pedestals 375.00 125.00

NEW WURLITZER RECORD TRAYS $10.00
NEW WURLITZER RECORD TRAY HOLDERS $1.00
NEW WURLITZER RECORD TRAYS FOR ALL MODELS EXCEPT COUNTERTOP MODELS $2.00
NEW WURLITZER REEL FOR 60 AND 120 RING MODELS $5.00

5 AMI TELEPHONE STUDIOS
COMPLETE — SLIGHTLY USED. WRITE — WIRE — OR PHONE FOR DETAILS.

WANT
416 MECHANISMS COMPLETE IN STEEL CABINETS, OR SINGLE. WE PAY HIGHEST PRICES. WRITE IMMEDIATELY.

TERMS: ½ Certified Deposit Must Accompany All Orders, We Ship Balance C.O.D., F.O.B. Newark, N. J.

RUNYON SALES COMPANY
123 WEST RUNYON STREET, NEWARK 8, NEW JERSEY
(ALL PHONES: BIGELOW 3-8777)
NOW ON DISPLAY...

With a World of New Features

MODEL NO. 1422

OPERATORS
CASH PRICE

$595.00

F.O.B. Chicago, Illinois
Federal Excise Tax Included

ROCKOLA Manufacturing Corporation
800 N. KEOSA AVE., CHICAGO 52, ILL.
Yes, that’s right! This system is not a loud irritating type of operation that is heard by EVERYONE in the location when any ONE person inserts a coin.

Think of the many advantages of this system to a location owner who wants the revenue from a coin-operated system and yet wants to avoid endangering loss of trade by patrons who would be disturbed by loud music.

**ACT QUICKLY**

*Shipments are now being made*

---

**ADVANTAGES TO YOU**

**MR. OPERATOR**

1. Each individual "Measured Music" box has a potential earning power of fifty cents per hour.

2. For example, a location with twenty "Measured Music" boxes has a potential earning power of $10.00 PER HOUR!

3. Compare this with the best possible "TAKE" with your present system.

---

**PERSONAL MUSIC CORPORATION**

P. O. BOX 720, U. S. HIGHWAY No. 1 • NEWARK, NEW JERSEY

phone - - Bigelow 8-2200
RIVIERA
CONVERTED FROM
"BIG PARADE"

We Are Also Converting
ZOMBIE   DO-RE-MI
SUN BEAM  STARS
DOUBLE PLAY  LEADER
WEST WIND  DUPLEX
SKY BLAZER  KNOCKOUT

NOTE
We will buy at $60.00 each,
F.O.B., our factory, any of the
above listed games.

See Your Distributor or Write Direct!

UNITED MANUFACTURING COMPANY
6125 N. WESTERN AVE.
CHICAGO 45, ILLINOIS

MILLS USES NAT'L BUSINESS MAGS
FOR AD CAMPAIGN ON VENDERS

CHICAGO — Mills Industries, Inc., this city, are featuring an advertising campaign directed to the attention of the nation's leading industrialists thru the following noted business magazines: Nation's Business, United States News, Printer's Ink, Sales Management, Advertising & Selling and Industrial Marketing.

The advertisements themselves are unusually attractive and are printed in full colors. They feature the fact that this is the time for the average business man to arrange to sell his merchandise thru coin operated vending machines.

Gordon B. Mills, vice-president in charge of sales for Mills Industries, Inc., states in regard to this advertising campaign which his firm is conducting, "While this advertising series is designed primarily to promote the use of vending machines manufactured by Mills Industries, Inc., its tone and quality is such that the entire coin machine industry cannot help but benefit from it. We have already received a number of commendations on this campaign from leaders in the coin machine field.

"The publications being used," Mills stated, "were especially chosen to reach the most influential business men in the country."

BING CROSBY TO SEE
AMI AT WOLF'S SHOW

LOS ANGELES, CAL. — Bill Wolf of M. S. Wolf Distributing Company, this city, reports that some of the biggest names in the radio, theatre and record worlds will attend his three premiers of the new AMI phonograph.

The one and only Bing Crosby is going to be there; he is a long time friend of Bill. Music operators will have a once-in-a-lifetime opportunity to meet and see this top ranking favorite among juke box players.

Those who have already signified their intention of being on hand for the big doings include movie star Ben Blue, Ella Logan, movie, radio and theatrical entertainer; Tex Atkinson and His Santa Fe Boys, Victory Recording artists; Monte Hale, Republic's newest singing cowboy; Billy Austin, who wrote the famous song "Is You Is, Or Is You Ain't My Baby" and others.
Since our country has been engaged in the strife to end all future battles, we at ABT have been doing our utmost to aid our armed forces. ABT has long been recognized as a leader in the coin machine industry. Our distributors and customers, and even our competitors, have kept a constant eye on what the future will bring from ABT. You may rest assured that our new products will strengthen our position as a leader in this our chosen field.

A.B.T. Manufacturing Corporation
715-723 North Kedzie Avenue, Chicago 12, Illinois

JOIN THE BEST — AND GET THE MOST
FOR THE GOOD OF THE INDUSTRY AND YOURSELF
JOIN CMI NOW!!
CONTACT CMI HEADQUARTERS NOW!!
SEATTLE, WASH.—This city's Seattle Times broke loose with a headline story which is rocking the foundations of all legitimate vending machine firms here.

The item, written by Alice Staples, is one of the worst which has ever been directed at the vending machine industry and unless the NAMA and all others in this division of the field take immediate action, there is no doubt that vendors will lose much prestige through this area.

The article reads in part, "Vending machines, those automatic salesmen which hand out cigarettes, gum, candy or peanuts at a twist of the wrist, are causing plenty of headaches nowadays for both veterans and non-veterans here who have invested money in machines.

"Many men have invested their savings in machines," the article continues, "after listening to flowery sales talks. But, in numerous cases reported to the Better Business Bureau, the veteran finally reads the fine print in the contract and finds it falls far short of the oral promises. "Usualy there is no recourse. The buyer has signed a legal contract. The salesman who painted a bright picture of prospective profits is not involved. The signature the contract carries is that of the regional or local manager, who promised nothing."

The article then goes on to tell of one man who gave an $850 deposit on the understanding that he was to get 100 machines. Instead, after reading his contract, he found he was to get only 50 machines.

He also thought that he had invested in an "established vending machine route which would net $65 a week and require 12 hours to service." The result was that there was no such route and he was to set the machines.

The article then goes on to tell of other veterans and non-veterans who were also milked by these high pressure vending machine salesmen.

In general, it is one of the hardest hitting articles against investing in coin operated vending machines which has ever yet appeared in any newspaper.

This is definitely a job for the NAMA and every vending machine manufacturer to once and for all time acquaint all the nation's Better Business Bureaus that these Bureaus can check with them when any salesman starts such sales.

PHONO OPERATORS' WE REPAIR - REBUILT AND RECOVER ALL TYPES OF SPEAKERS. PROMPT SERVICE - REASONABLE RATES OUT OF STATE JOBS SOLICITED.

DEE'S SERVICE SHOP
1119 Venice Blvd. Los Angeles 15, Calif.

WATCH FOR GRAND OPENING
GOLD COAST COIN MACH. EX.
LOS ANGELES, CALIF.
DISTRIBUTOR FOR
GOTTIEB QUALITY PRODUCTS

Ready For Delivery Soon -
KEENEY'S BONUS SUPER BELL

5 COIN MULTIPLE — COMBINATION FREE PLAY OR PAYOUT
AVAILABLE IN 5c, 10c OR 25c PLAY

It's The Hottest Machine of the Year
TRIMOUNT COIN MACHINE COMPANY
40 WALTHAM STREET Tel: LiBerty 9480
BOSTON 18, MASS.

NOW DELIVERING
3 PROFIT PRODUCERS by BALLY
"VICTORY DERBY"  "VICTORY SPECIAL"  "SURF QUEENS"
"UNDERSEA RAIDER"

WATCH FOR OTHER NEW BALLY PROFIT-PRODUCERS

PAUL A. LAYMON 1503 W. PICO BLVD.
(WIRE — WRITE — PHONE) • DIRECT LINE DISTRIBUTORS • (TEL: DR 3209)
LOS ANGELES 15, CAL.
BANK BALL is "QUICK to CLICK"

IT HAS ALL THESE ESSENTIAL FEATURES:

QUALITY of materials
SIMPLICITY in operation
BEAUTY in design
TROUBLE FREE mechanism
TESTED on location
OPERATOR approval

And these features always will be incorporated in
AMUSEMENT ENTERPRISES CO.
products to make them
"QUICK TO CLICK"

9 FOOT SIZE
$375.00
F.O.B., N.Y.
12 & 14 FT. SIZES
Prices on Request
Order From Your Nearest Distributor

Distributed in Eastern Pennsylvania and
Southern New Jersey by
DAVID ROSEN
855 N. Broad St., Phila. 23, Pa.

Distributed in Northern New Jersey by
HERCULES SALES
& DISTRIBUTING CO.
415 Frelinghuysen Avenue
Newark 5, N. J.

Distributed in
Western Pennsylvania by
AMERICAN COIN-A-MATIC
MACHINES CO.
1437 Fifth Ave., Pittsburgh 19, Pa.

Distributed in
Texas and New Mexico by
WALBOX SALES CO.
1503 Young Street, Dallas, Texas

Distributed in
District of Columbia, Maryland,
No. Virginia and Delaware by
GENERAL VENDING
SALES CORP.
306 N. Gay St., Baltimore 2, Md.

Distributed in Oklahoma by
CLIFF WILSON
DISTRIBUTING CO.
1121 S. Main St., Tulsa, Okla.
1195 Walker St., Okla. City, Okla.

Distributed in Ohio, Michigan,
West Virginia and Kentucky by
NICKEL AMUSEMENT
COMPANY
1648 St. Clair Avenue
Cleveland 14, Ohio

Distributed in Illinois, Iowa,
Indiana and Wisconsin by
PELL PRODUCTS CO.
2000 N. Oakley Chicago, Ill.
PEACHES FROM GEORGIA

YES SIR . . .

THESE PEACHES ARE READY
FOR GEORGIA'S OPERATORS . . .
COME AND GET 'EM FROM
DIXIE'S MOST PROGRESSIVE
DISTRIBUTORS.

EXCLUSIVE DISTRIBUTORS FOR

O. D. JENNINGS & CO.

H. C. EVANS CO.

MIKE MUNVES

D. GOTTLIEB & CO.

EXHIBIT SUPPLY CO.

BALLY MFG. CO.

HEATH DISTRIBUTING CO.

217 THIRD STREET

( PHONES: 2681-1611 )

MACON, GEORGIA

COIN MACHINE MOVIES
FOR REGULAR PANORAMS AND SOLO-VUES
REELS OF 8 AND 6 SUBJECTS
Our Films Get The Dimes
PRICE $32.50 TO $38.50 PER REEL

NOTE: All of our films for use in Panorams and Solo-Vues is specially treated
and prepared to assure smooth running and maximum service.

DISTRIBUTOR FOR PHONOFILM PRODUCTIONS AND
QUALITY PICTURES

3331 NORTH KROLL DRIVE

PHONOFILM,HOLLYWOOD

28 CALIFORNIA

LAYMONS SHOW FUTURE QUARTERS

LOS ANGELES, CAL. — Paul and
Lucille Laymon, of the Paul A. Lay-
mon Company, coin machine distrib-
utors, are preparing to break ground
for their new building to be located
at the corner of Pico and Berendo,
in the heart of this city's Coin Row.
The interior of the new building
will be furnished in a modernistic
vein, and will include unusual lay-
outs of equipment and fixtures.
Both Paul and Lucille are well
known here for their skill with in-
terior decoration and design, and their
future quarters are expected
to reflect these talents.
The Cash Box  Page 35  Week of March 25, 1946

45 Seconds of Magical Science!

THAT GIVE THE PUBLIC GREATER VALUE AND SERVICE
OFFER YOU UNUSUAL PROFIT POSSIBILITIES

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 Eleventh Street
Long Island City 1, New York

Gentlemen:
Please send me information on *PHOTOMATIC and other
PROFITABLE COIN MACHINES when available.

Name: ...........................................................................................................

Address: ......................................................................................................

City: ................................................................. State: ................. 5-4

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 ELEVENTH STREET  WM. RABKIN, President  LONG ISLAND CITY 1, NEW YORK

MEMBERSHIP IN CMI TODAY — WILL HELP KEEP YOU IN BUSINESS TOMORROW!

Contact Your Distributor or CMI Headquarters for Details

www.americanradiohistory.com
DALLAS, TEX. — Two new department heads have been appointed to the Walbox Sales Co., this city, it was recently announced by George Wrenn, general sales manager for the firm.

The two are James L. Dorworth, who will serve as assistant to Wrenn, and Robert Tuthill, who will take over as foreman in charge of the entire shop and shipping department. "Dorworth comes to the company with years of sales and managerial experience behind him," an official for the firm said, "while Tuthill, though young in years, comes to Walbox thoroughly acquainted with all problems of the service end of the business."

Collis P. Erby and George Wrenn extend an invitation to all operators and distributors to come in and meet both these new department heads.
Bill Wolf announces

PREMIERE SHOWING

of

THE NEW

AMI

PHONOGRAPh

• San Francisco: April 3 and 4, 1946
• Seattle: April 10 and 11, 1946

AT OUR SHOWROOMS

• 1175 Folsom Street, San Francisco
• 2313 Third Avenue, Seattle

M. S. WOLF DISTRIBUTING CO.

(FORMERLY CALIFORNIA AMUSEMENT CO.)

MAIN OFFICE:
1348 VENICE BLVD., LOS ANGELES, CALIFORNIA
Navarro Officially Opens New Offices With Aireon Showing

LOS ANGELES, CALIF. — Frank B. Navarro, one of the best known juke box coinmen in the country, officially opened his impressive new showrooms here with the showing of the new Aireon Electronic Phonograph, he reports.

One of the first deals to greet Frank on the opening of his showrooms was that with Louis Velasco of Sonora, Mexico.

He reports, "Not only did our new showrooms meet with great commendation from all who attended our official showing of the Aireon Electronic Phonograph but the way the juke box men went all out for this Aireon line was something which I have never, in all my years in the music machine business, yet experienced."

Frank also reported that the firm are planning many new innovations in service and sales features for the trade. He is now preparing an elaborate program to help all juke box ops thruout his territory.

He also said, "We are going to give everyone of the men who call on our firm the value of our many years experience in the music machine field. In addition we have factory trained mechanics who will work right with them, on location if necessary, to help them to greater profits."
MUSIC OPERATORS

THOS. PELUSO  PAT KAY  HENRY RUSSELL

ART WEST and the SUNSET RIDERS

URBAN RECORD COMPANY

33c INCLUDES TAX

PAUL PAGE and his PARADISE MUSIC

QUALITY—QUANTITY—PRICE

PAT KAY

#107 WAITING FOR THE TRAIN
#107 I SEEM TO SEE MY LOUISIANA
#108 EASY STREET
#108 LOVE ME NOT
#109 MY HEAD UPON YOUR SHOULDER
#109 SEND ME A MAN AMEN

HENRY RUSSELL

#112 PIN MARIN
#112 HOW CAN I LOSE

THOS. PELUSO

#113 I MISS THOSE LITTLE THINGS
#113 ADAM TAKES A WIFE
#118 A STORY BOOK ROMANCE
#118 SINCE WHEN
#119 SEEMS LIKE OLD TIMES
#119 IT'S NO GO

ART WEST

#110 WHERE IS MY SOMBRERO
#110 TOMORROW'S IN THE SKY
#111 I SEEM TO SEE MY LOUISIANA
#111 I'M GON' DOWN THE MOUNTAIN
#116 I WON'T TELL ON YOU
#116 SHE'S MINE

SIERRA DISTRIBUTING CO.
1506 N. SIERRA BONITA  HOLLYWOOD 46, CALIF.

www.americanradiohistory.com
LONG PULL YEARS AHEAD WILL RESULT IN A BETTER INDUSTRY

By GEORGE M. DICK
Executive Vice President, Coin Machine Acceptance Corp.

As our nation looks forward to its first peaceful spring since 1941, the Coin Machine Industry may well look back with pardonable pride on its accomplishments during the dark war years.

The war production record of the manufacturers of this industry is second to none.

 Entirely aside from that, however, is the record of the distributors and operators who provided entertainment for millions of G.I.'s and tens of millions on the home front.

This entertainment was provided at the same old price which prevailed for many years before the war and it is impossible to measure its morale-building value but it is a certainty that our form of entertainment reached more people than any other.

In this spring of 1946, the Coin Machine Industry looks ahead with renewed vigor and high hopes.

The labor situation has cleared to a great extent, materials are becoming more plentiful and the demand for equipment is unprecedented.

Predictions are being made that business will be good for anywhere from one to five years.

Great progress has been made in raising the standard of the industry and these efforts must continue.

All is not peaches and cream, however. The industry is faced with rising costs, shortages of labor and equipment and in some localities, senseless competitive practices.

The tax picture is not a bright one. Not many days pass in which we do not hear that some municipality or county is endeavoring to place a prohibitive tax on coin-operated equipment.

These problems are not insurmountable and I believe that the favorable features going ahead, far outweigh the unfavorable.

Never has there been such a demand for the products of this industry and new equipment will soon be available in increasing volume.

New blood has come into the industry in manufacturing, distributing and operating. Good, clean competition has made American industry the greatest in the world and insofar as our industry is concerned, it should be welcomed. Competition of the wrong kind will soon eliminate itself.

The days ahead will tax the ingenuity of every manufacturer, distributor and operator but for the long pull, that can result only in a better Coin Machine Industry for all.
# PRE-WAR PRICES

## PRECISION PARTS FOR BLUE FRONTS, BROWN FRONTS, GOLD CHROMES

<table>
<thead>
<tr>
<th>Part Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Payout Slides [Specify 5c-10c-25c 3/5 or 2/5] Per Set (6)</td>
<td>$6.00</td>
</tr>
<tr>
<td>Individual Slides [Order by 2/5 or 5/3 Each]</td>
<td>$1.00</td>
</tr>
<tr>
<td>Slide Cover Complete [Specify 5c-10c-25c]</td>
<td>$1.50</td>
</tr>
<tr>
<td>Slide Posts (Set of 4)</td>
<td>$1.00</td>
</tr>
<tr>
<td>Lower Lever Guide</td>
<td>$1.00</td>
</tr>
<tr>
<td>Shim for Lower Lever Guide</td>
<td>$0.25</td>
</tr>
<tr>
<td>Fast Payout Tube</td>
<td>$3.50</td>
</tr>
<tr>
<td>Complete with Hopper (10c or 25c)</td>
<td>$3.50</td>
</tr>
<tr>
<td>Escalator (Specify 10c or 25c) in Exchange for Old Escalator and</td>
<td>$12.00</td>
</tr>
<tr>
<td>Clock Gear (Large — Complete with Dogs and Springs)</td>
<td>$2.00</td>
</tr>
<tr>
<td>Clock Gear (Intermediate — Complete with Pinion)</td>
<td>$1.50</td>
</tr>
<tr>
<td>Clock Rebuilt, Your Old Clock and</td>
<td>$5.00</td>
</tr>
</tbody>
</table>

## NEW ALUMINUM BROWN FRONT CASTINGS

<table>
<thead>
<tr>
<th>Part Description</th>
<th>Price PER SET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Including: Bottom Front Casting with Coin cup cover — Top Front Casting with Coin Denominator — Back Top Casting equipped with angles and riveted strap for back door protection — Etched Metal Reward Plate — Chromed Cherry Jewel.</td>
<td>$27.50</td>
</tr>
</tbody>
</table>

## NEW ALUMINUM GOLD CHROME CASTINGS

<table>
<thead>
<tr>
<th>Part Description</th>
<th>Price PER SET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Including: Bottom Front Castings with Coin Cup Cover — One Piece Payout Cup Casting — Diamond Ornaments — Top Front Casting with Coin Denominator and Intake Casting — Back Top Casting equipped with angles and riveted strap for back door protection — Etched Metal Reward Plate and Rivets.</td>
<td>$37.50</td>
</tr>
</tbody>
</table>

## WRITE FOR COMPLETE LIST OF PRECISION PARTS FOR BLUE FRONTS — BROWN FRONTS — GOLD CHROMES

<table>
<thead>
<tr>
<th>Part Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club Handle, Beautifully Designed &amp; Plated [Specify Brown, Gold Chrome or Blue]</td>
<td>$3.50</td>
</tr>
<tr>
<td>Standard Handle, Stamping</td>
<td>$1.50</td>
</tr>
<tr>
<td>Plate Insert for Reserve Jackpot Opening</td>
<td>$1.00</td>
</tr>
<tr>
<td>Cherry Jewel for Brown Front or Cherry Bell</td>
<td>$3.00</td>
</tr>
<tr>
<td>Etched Metal Reward Plate [Specify 2/5, 3/5, Brown Front or Blue Front]</td>
<td>$1.50</td>
</tr>
<tr>
<td>Etched Metal Reward Plate [Specify 2/5 or 3/5 for Gold Chrome]</td>
<td>$4.00</td>
</tr>
<tr>
<td>Reel Strips, Per Set</td>
<td>$.45</td>
</tr>
<tr>
<td>Complete Set Slot Springs, Plus Spares (50)</td>
<td>$5.00</td>
</tr>
<tr>
<td>Assorted Nuts, Bolts, Lock Washers, Cotter Pins, Rivets</td>
<td>$3.00</td>
</tr>
<tr>
<td>Coin Denominators (5c-10c-25c for Blue or Brown Front)</td>
<td>$.75</td>
</tr>
<tr>
<td>Coin Denominators and Intake Casting [New Style] 5c-10c-25c for Gold Chrome</td>
<td>$1.50</td>
</tr>
<tr>
<td>Knee Action Stop Levers, Per Set</td>
<td>$3.00</td>
</tr>
<tr>
<td>Star Wheels for Reels (20 Stop)</td>
<td>$.75</td>
</tr>
<tr>
<td>Reel Discs, Each $2.00, Set of 3 [Standard 3/5, Club or 2/5 Single Cherry P.O.]</td>
<td>$6.00</td>
</tr>
<tr>
<td>Tin Reel Assembly</td>
<td>$1.25</td>
</tr>
<tr>
<td>Complete Set Reels and Discs (3/5, Club or 2/5 P.O.)</td>
<td>$17.50</td>
</tr>
<tr>
<td>Hardened Steel Drill Proof Plates for Side of Cabinet, Set of 2</td>
<td>$4.00</td>
</tr>
</tbody>
</table>

## BUY FROM BUCKLEY WITH CONFIDENCE

ANY PURCHASE MADE IS BACKED BY OUR GUARANTEE OF SATISFACTION — OR YOUR MONEY REFUNDED WITHIN 30 DAYS OF SHIPMENT.

BUCKLEY TRADING POST
4223 WEST LAKE STREET
CHICAGO 24, ILLINOIS

(ALL PHONES: VAN BUREN 6636-6637-6638-6533)
MILLS SALES CO., LTD.
EXCLUSIVE DISTRIBUTOR
FOR
MILLS NOVELTY CO.
IN
CALIFORNIA - OREGON - NEVADA - ARIZONA
AND FOR
INTERNATIONAL MUTOSCOPE CORP.
IN
CALIFORNIA - OREGON - WASHINGTON - NEVADA

ORDERS ARE BEING
ACCEPTED FOR PRIORITY
DELIVERY ON MUTOSCOPE'S
• PHOTOMATICS •
• ATOMIC BOMBER •
• VOICE-O-GRAPH •

WE ALSO HAVE FOR
IMMEDIATE DELIVERY
MILLS BLACK CHERRY
BELLS
MILLS VEST POCKET
BELLS

WRITE — WIRE — OR PHONE

MILLS SALES COMPANY, LTD.
1640-18th STREET (All Phones: HIGATE 0230-1-2-3-4) OAKLAND 7, CAL.

FROM PLANE TO SHOW IN NEW RECORD TIME
PERES CLAIMS

NEW ORLEANS, L.A. — Jules H. Peres of the J. H. Peres Distributing Co., this city, claims that the firm set a new record for showing of the Aireon Electronic Phonograph.

Peres states, "We received the first sample by plane at 4:30 A.M. Saturday morning and before you could count the hours away we had one of the biggest crowds in all New Orleans' history in our showrooms looking over the machine."

As the top picture at the right shows: Pete Rigdon, Aireon Regional Manager with N. Charles Wicker and Frederick Fischer, serviceman, and J. H. Peres (himself) on the right.

The bottom picture shows what the firm's showrooms looked like when the phonograph was unveiled before a large crowd and all wanted to get into this picture. Reading from left to right in this bottom picture are: N. Charles Wicker, Marion Puchot, George Brennan, Webb Robinson, Julie P. Wicker, J. H. Peres, Mrs. J. H. Peres, Fabien Puchot, Mrs. Rudy Greenbaum, Ralph Rigdon, Mrs. Art Welch, Mrs. Webb Robinson and Pete Rigdon.

According to Peres, "This was one of the most hectic times of my life in this business to get the Aireon Electronic Phonograph on the floor and ready for one of the grandest showings we have ever held. All we want now is to promise every operator in our territory the finest service and cooperation they have ever received."

O. C. Marshall and Henry Fox, other members of the firm, were also present at this showing and report it to be the "best we've ever yet seen."
RUNS 800 PHONO ROUTE

STOCKTON, CALIF — Jack Daly, district manager for E. T. Mape, is reported to be one of the best music machine operators in the business. Daly is running over 800 machines in his territory and uses 18 men to help him with this route.

In view of the fact that operations are continuing to grow larger everywhere in the nation it is interesting to note at this time that Jack Daly is continuing to give just as fine service to everyone of his locations as he did pre-war and does it with an absolute minimum of manpower.

“That’s what efficiency of operation can do,” Daly reported, “and we believe that every music operator knows that today efficiency is the most important thing he can learn.”

WANTED TO BUY IMMEDIATELY MILLS ESCALATOR TYPE SLOTS

WIRE - PHONE - WRITE

BILL WOLF

M. S. WOLF DIST. CO.

1348 VENICE BLVD. LOS ANGELES 6, CALIF. (PHONE: PROSPECT 4131)

OPERATORS — RECORD DISTRIBUTORS MAKE MONEY WITH THESE LABELS

ATOMIC ★ ★ ★ MEMO ★ ★ ★ SUNSHINE

WE GUARANTEE QUALITY AND QUANTITY ORDER FROM YOUR NEAREST DISTRIBUTOR

CARDINAL SALES & SERVICE 711 WEST OAK ST. LOUISVILLE, KY.

CLIFF WILSON DISTRIB. CO.

CANIPE DISTR. CO.

SO. COAST AMUSEMENT CO. 314 E. ELEVENTH ST. HOUSTON, TEXAS

1121 S. MAIN ST.

1049 UNION AVE., MEMPHIS, TENN.

1121 S. MAIN ST.

1049 UNION AVE., MEMPHIS, TENN.

1913 W. PICO BLVD. LOS ANGELES 6, CAL.

FULL WEEK SHOWING OF AMI BY RUNYON

NEW YORK — A full week’s showing of the new AMI phonograph will be held for all New York, New Jersey, and Connecticut music operators, it was announced by Barney (Shugy) Sugerman of Runyon Sales Company, AMI distributors in this city.

Beginning on March 27 and continuing to April 5, the Runyon company will be host to ops from the above mentioned states with a display of the new machines at their showrooms, 583 Tenth Avenue.

Barney (Shugy) Sugerman, Abe Green and Mike Munves, firm heads, and their managers, Bernie Wolfson, Jack Mintick and Herman Perin will be on hand to greet all their friends from the three states.
Happel Names New Parts Dept. Head

LOS ANGELES—Wm. R. Happel, Jr. has announced the appointment of Jack Leonard as General Manager of the Parts Division for the Badger Sales Co. of this city.

“This business is growing by leaps and bounds,” commented Happel, “and I look for a tremendous boom in the entire industry with manufacturing reconversion problems out of the way. This growth demands that some of us directing the sales activities of an enlarged and greatly expanded industry surround ourselves with departmental specialists — men who, by virtue of their own initiative and administrative talents, can formulate and direct the activities of their own particular department.

“In this way,” continued Happel, “those operators who have come to depend upon us for assistance and advice can be assured of receiving even more help in the future from experts in every phase of the business.”

Leonard is well known to operators and distributors throughout the country by his former association as Service Manager for the Rock-Ola Manufacturing Corporation — a position which he held for many years — and, more recently, Assistant Sales Manager for Superior Products. Badger’s greatly expanded Parts Department, which will include many new lines, will be housed in the recently completed new building located at 1800 West Pico Blvd., in the heart of “Coin Machine Row.”

SCHLICHHT SAYS MUSIC BIZ GOING AHEAD

CHICAGO — Charley Schlicht, well known to all coinmen and who now heads the Music Division of Mills Industries, Inc., reports that “The music business has nothing to fear in the future.”

In a speech which Charley made at the Detroit phonograph owners association, he said, “The some branches of the coin machine business have deteriorated, the music machine business has nothing to fear. Much credit for this is due to the associations in the music field which have helped continue the business to a high plane.”

Schlicht also reported that tho he was a “newcomer to the music business” he was not “a newcomer to the coin machine business.” He has been connected with Mills Novelty Company for many years and is well known to all coinmen. He has traveled far and wide thruout the nation contacting coinmen and knows their problems.

Please — REMEMBER THE RED CROSS

A LONELY, FRIGHTENED French child is reassured by a Red Cross relief worker with a cup of milk. She was one of 12,000 to receive a daily Red Cross milk ration.

NOW ON DISPLAY

NEW — OUT OF THIS WORLD PACKARD SPEAKER IT’S COLLOSAL . . . IT’S GORGEOUS . . .

COME IN AND SEE IT — NOW!

NEW — 1946 H. C. EVANS & CO. CUSTOM BUILT BANGTAIL J.P. — A.C. MODEL — FREE PLAY — AUTOMATIC — CONVERTIBLE

Bally — VICTORY DERBY — VICTORY SPECIAL — SURF QUEENS

PACIFIC COAST DISTRIBUTORS

1347 W. WASHINGTON BLVD. (TEL: RICHMOND 5527) LOS ANGELES 7, CAL.

OPERATORS IN NEW YORK and CONNECTICUT WILLIAMS

“SUSPENSE” SENSATION OF THE NATION!

IS NOW ON DISPLAY AT YOUR FAVORITE DISTRIBUTOR SEE “SUSPENSE” AND ORDER IMMEDIATELY!

If your favorite distributor does not have “Suspense” on display WRITE - WIRE - PHONE and we will see to it that he is supplied.

WORLD DISTRIBUTORS

JOHN A. FITZGIBBONS WILLIAMS DISTRIBUTOR IN NEW YORK and CONNECTICUT P. O. BOX 136 — RIDGEFIELD, NEW JERSEY OR PHONE COLUMBUS 5-7996 IN NEW YORK CITY
LIQUOR MAG WRITES AGAINST CHICAGO'S $50 JUKE BOX TAX

CHICAGO—Devoting a full page to an article entitled, "The Tuneful Juke Box," the "National Liquor Review," well known liquor industry magazine, in its February, 1946 issue, took contest with Chicago's city hall and the $50 license fee placed on juke boxes by Chicago's politicians.

The article following a discussion of vending machines has gained a secure place in our domestic economy in the last dozen years. Their scope has continually been expanded and they now have the Automatic Canteen and the Automat, although these have not yet to a large extent, invaded the mid-western territory.

"Over 19,000 retail licensees in Illinois make a living out of the retailing of liquor. If the figures for Chicago hold good throughout the state, the $50 license fee applies to every juke box. Theoretically at least this was to be paid by the owners of the machines. This far exceeds the impact upon juke boxes in other states which runs from five to fifteen dollars. A court fight followed. Case finally went to the Supreme Court. That August bought the last line item out of the window. It gave as its opinion that the fee was exces sive and the ordinance mixed up the exercise of police power with the licen sing function.

"The city did not give up. It passed another ordinance, taxing each juke box $50. Again this is to be paid by the owners of the machines who will, of course, pass on the cost to the tavern operator. Juke boxes are also in thousands of hotels, restaurants and other business places.

"This proposal has not found favor with the restaurant owners, the bartenders, or the tavern licensees. There is also a strong union in the picture. However, thus far no attempt has been made to invalidate the tax. It probably will hold. Another source of revenue has been added to the insatiable demand of municipal government for money to carry on its manifold activities.

This is all in line with the times. The cabaret tax was amended downward when it was seen that it was more than the traffic would bear. There have been no signs that the nickel will hereafter be insufficient to call forth a tune in the average juke.

"The liquor retailer has done well, and will continue to do so, from present indicators. OPA helped greatly in stabilizing prices which also stabilize profits. It is natural for all of us to kick about taxes now that the war is over but "the show must go on" and the tremendous increase in government services has justified the cost."

S. CAROLINA PRESS URGES PUBLIC TO WATCH NEW COIN MACHINE TAX BILL

LAURENS, S. C.—This town's newspaper, the "Advertiser," is urging the public to watch a new state tax bill which operates by the ways and means committee, to turn over to counties and municipalities revenue from coin operated machine license fees.

"It has yielded the state, thru tax commission collection, about $95,000 a year."

In this editorial the Advertiser points out that, "how prohibitionists put themselves at a disadvantage by allowing the proceeds from liquor taxes to be earmarked for special purpose rather than being turned into the general fund."

The Advertiser claims, "The above bill might have a similar effect if in reverse form. This would take money out of the general fund rather than put money into it, but it could have an important effect on the increase or gambling slot machines."

The Advertiser is willing to admit this, but "all coin operated machines are not slot machines, but some of them are."

What seems to be uppermost in the Advertiser's mind is, "So long out money and from such machines go 'out of town' or 'out of the county,' as the case may be, public sentiment will be strongly behind peace officers in the enforcement of the law. But, where the money 'stays at home' and is frequently 'given to the levy' that sentiment is not likely to be as strong. The moral is obvious."

The Advertiser also editorializes as a wind-up to its item, "This evidence of generosity on the part of the ways and means committee is no doubt appreciated by the hard-pressed counties and municipalities, but our judgment is that it might be better if they would give us something else."

NO LICENSES SO COPS GRAB FOUR SCALES

FREDERICKSBURG, VA,—Because four scales did not have the 1946 licenses attached to them, local police grabbed them on the request of Commissioner of Revenue Commissioner B. Gooleick who said that the owner of the scales was "an out of town slot machine operator." Gooleick also claimed the owner had failed to notify as remitted according to licenses.

Scales are now stored in the basement of the city hall here and will only be released when license fees, storage and hauling costs are paid.

HIT PARADE OF WESTERNs

LARRY WILKINS — and his "Chewbacks" Western style music and film and tap to wake the lumbering souls.

ARKANSAS — "A RINDIN' TOWARD THE SUNSET LITTLE DARLIN'"

"I CAN READ BETWEEN THE LINES I'M LOST WITHOUT YOU MY LOVE" DADDY WEBER — and his "Stubbie Jumpers" Largest little Wanden Band in Hollywood.

"I'M A ROUNDIN' UP MY LOVE I'M YOUR for YOU" LOIS POWELL and the "Stubbie Jumpers" that sweet and known Western Gal we've waited so long for.

"IT'S WRONG SOME OTHER'S DARLIN'"

"TOMORROW" ME WELLS "I'M AROUNDIN' FOR YOU"

"TODAY" THE STARS ARE PLAYING PRE-6 A.M. A NEW STAR IN HEAVEN TONIGHT

"WHEN THE MOUNTAINS KISS THE SKY IN MY STABLE THERE'S AN EMPTY STALL" KEN PATTON — and the "Stubbie Jumpers" A soft home-spun voiced Western Led direct from the Plains.

"THERE'S A DREAM RANCH IN THE SKY" BILL HAYE ME OKLAHOMA GAL

"SILVER DOLL ON THE BLUE GRASS TONIGHT" RICHIE - IN AND THE "Stubbie Jumpers"

"SILVER DOLL" ME WESTERNER'S TOWN ME SAN ANGELO, TEXAS

"RIDE YOUR RANCH ME" BILL HAYE ME OKLAHOMA GAL

"DON'T FORGET MY LITTLE DARLIN'" SCOTT MYREON AND THE NAVAJO TRAIL

"DON'T FORGET MY LITTLE DARLIN'" SCOTTY HARREL AND HIS TEXANS

"WHERE YOU ARE TONIGHT ME" BILL HAYE ME KANSAS CITY NIGHT "IT'S WINTER" ME SAN ANGELO, TEXAS

"I'LL BLAME IT ON YOU" SCOTT MYREON AND THE NAVAJO TRAIL

ALL RECORDS RETAIL

55c

DEALERS REGULAR DISCOUNT

THIS IS YOUR ORDER BLANK

QUALITY AND QUANTITY GUARANTEED

TERRITORIES OPEN

DISTRIBUTORS WANTED

BERGER ENTERPRISE

Producers and Manufacturers of

Enterprise Records

9111 Santa Monica Blvd.

Hollywood 46, Calif.
HAWTHORNE, N. J.—The News Record, leading newspaper here, took a verbal poke at the United States Post Office Department recently, when their editorial columns spoke out with the statement that although a public official had announced that the government is planning on installing stamp vending machines in post offices, "the customers should not be disappointed if they do not appear overnight."

Then the editorial went on to crack: "The post office department is a government monopoly rendering a vital service. It is efficient, but unprogressive. It has no competitor—or stamp vending machines would have been installed twenty years ago."

In a recent issue of The Cash Box (Week of March 11, 1946), it was reported that the federal government proposes to spend $1,500,000 during the next fiscal year on coin operated equipment. This would be used to purchase 2,000 stamp vending units and 350 coin-operated postage meter machines (Mailmats).

Installation of the equipment, it was stated, is scheduled to begin on July 1, 1946.

**ATTENTION**

**GREATER CINCINNATI OPERATORS**

**ON DISPLAY AND NOW DELIVERING**

**JENNINGS—**

**BRONZE CHIEFS SUPER DELUXE CHIEFS**

**GOTTLIEB'S—**

**Stage Door Canteen**

BALLY'S — Victory Special F.P. ....... $589.50

BALLY'S — Victory Derby F.P. .......... 574.50

BALLY'S — Undersea Raider ............ 399.50

EXHIBIT'S— Big Hit F.P. ............... 298.50

**USED MACHINES THOROUGHLY CHECKED READY FOR LOCATION**

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<thead>
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<th>First</th>
<th>Second</th>
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<td>3 American Beauties</td>
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<td>1 Velvets</td>
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<td>1946 Majors</td>
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<td>2 Sweet 5's, each</td>
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<td>2 Victory's, each</td>
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<td>2 Martian's Play, each</td>
<td>$175.50</td>
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**CONSOLES**

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<td>Jumbo Parade, comb., each</td>
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<td>Bally High Hand, F.P.,</td>
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<tr>
<td>2 Bally Dark Horse, each</td>
<td>$175.50</td>
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<td>4 Bally, like new 4's</td>
<td>$149.50</td>
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<tr>
<td>1 Bally Club Bell, F.P...</td>
<td>$195.50</td>
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<tr>
<td>1 Faces Races</td>
<td>$175.50</td>
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**CONVENTIONS**

**ESQUIRE DISTRIBUTING CO., Inc.**

3418 HARRISON AVENUE

CINCINNATI 11, OHIO

(PHONE: MONTANA 6418)

**ATTENTION**

**BUILD CINCINNATI OPERATORS**

**ON DISPLAY AND NOW DELIVERING**

**GOTTLEIB'S—**

**Stage Door Canteen**

BALLY'S — Victory Special F.P. ....... $589.50

BALLY'S — Victory Derby F.P. .......... 574.50

BALLY'S — Undersea Raider ............ 399.50

EXHIBIT'S— Big Hit F.P. ............... 298.50

**TERMS: 1/3 Deposit, Balance C.O.D.**

**BOWL-A-WAY**

**SKEEBALL**

**IMMEDIATE DELIVERY**

**ONLY SKEEBALL AVAILABLE SIMILAR TO PRE-WAR TYPE**

**5,000 FREE BALL RETURN — FOOL PROOF BALL RELEASE**

**SILENT SPONGE RUBBER PLAYING FIELD**

**— 1 1/2 FT. LONG.**

**OPERATORS!!**

**WRITE — PHONE — PHONE TODAY!**

**HERE IS A REAL MONEY MAKING GAME.**

**BE THE FIRST IN YOUR TERRITORY**

**WISCONSIN NOVELTY CO.**

3734 NO. GREEN BAY AVE.

MILWAUKEE 6, WIS.

**FATHER & SON TEAM**

**CLICK IN COIN BIZ**

HARRY JACOBS

Senior & Junior

MILWAUKEE, WIS.—Harry Jacobs, senior and junior, of the United Coin Machine Company, this city, one of the few father and son distributor-ship combinations in the industry, are reported to be enlarging their steadily booming business.

Both father and son are expected to make some important announce-ments to the trade very soon in connection with the new equipment the firm will handle.

What makes this combination more unusual than others is the fact that Harry, Jr. has been with the coin machine industry for a longer period of time than his Dad, giving a modern twist to the proverb, "Like father like son."
LATIN AMERICA AWAKENS TO COIN MACHINES

This Issue Going to Coinmen in 23 Latin American Countries

NEW YORK — Featuring a complete review of the first three months of 1946 printed entirely in Spanish, this issue of The Cash Box is now on its way to 23 Latin America countries to tell them all about the new, post-war coin machine industry.

Many of these Latin American coinmen are already subscribers to The Cash Box and have urged that this publication arrange for full coverage of all the Latin American coin machine markets by printing special reports in Spanish and in Portuguese.

Coinmen in the following Latin American countries will receive this issue of The Cash Box:

Argentina
Bolivia
Brazil
Chile
Colombia
Costa Rica
Cuba
Dominican Republic
Ecuador
Guatemala
Haiti
Honduras
Jamaica
Mexico
Nicaragua
Panama
Paraguay
Peru
Puerto Rico
Salvador
Uruguay
Venezuela
West Indies

The Cash Box is firmly convinced that the Latin American countries will become one of the most outstanding export markets for coin operated machines of all types. Business in these countries have already indicated more interest in coin machines since the end of the war, than ever before in their history.

SPRINGFIELD CHIEF OKAYS PIN GAMES

SPRINGFIELD, MASS. — Regardless of the fact that Mayor Charles F. Sullivan of Worcester, Mass. has refused to license pin games and Police Chief Thomas F. Foley of the same city, therefore, put a ban on all the pinballs, Police Chief Ray mond P. Gallagher of this city reported there will be no ban on the machines which are licensed here.

Mayor Sullivan of Worcester claimed that the machines offered inducement to gambling among the younger set.

Chief Gallagher stated that police only interfere with the owners of pin games when there is a "pay off" on the scores made on the machines.

YARAS OPENS OFFICE IN MINERAL WELLS

MINERAL WELLS, TEX. — Sam Yaras of Southwest Amusement Co., Dallas, has just opened an office here with Allen Wallace as manager.

The local newspaper in this town immediately picked up the story and reported, "Mineral Wells has been designated as the location for a branch office for the Southwest Amusement Co. and this is being announced in a series of page advertisements being carried in some of the largest sporting magazines of the nation."

This paper also reported, "Branch offices and warehouses in Mineral Wells, Fort Worth, Houston and San Antonio are serving the states of Texas, Louisiana, Oklahoma, Kansas, Arkansas and New Mexico.

CENTRAL OHIO COIN MACHINE EXCHANGE WILL PURCHASE FOR CASH WILL PAY HIGHEST PRICES FOR

PINBALLS — CONSOLES — PHONOGRAPHS SLOTS — ARCADE EQUIPMENT NO DEAL TOO LARGE OR TOO SMALL CENTRAL OHIO COIN MACHINE EXCHANGE

NEW ADDRESS
185 Town Street Columbus, Ohio (Phone: Adams 7949-7993)

MOTORS REPAIRED

WURLITZER — SEEBURG — ROCKOLA — MILLS — AMI Rewound to Factory Specifications. Rapid service—

For Quantity Prices, Write To:
JAMES CLEMENT — Mfg. of Coin Mods.
948 W. Russell Street Philadelphia 40, Pa.

NEW MASTER VENDORS

available for immediate delivery.

We have For Immediate Delivery
Mills New Pinball Bell BLACK CHERRY
It is the most attractive bell machine ever offered to the operator. Important improvements have been incorporated in the mechanism which will prove beneficial to all coin machine users for a long period of time.

Place Your Order Today to Insure Preferred Delivery.

Write for complete price list.

We have all repair parts for Mills Slot machines.

Established 1899
10 years experience

BICKING, INC.
1401 Central Parkway
Cincinnati, Ohio
The Cash Box Page 48 Week of March 25, 1946

CIGGIE MACHINES
STAR AT TOBACCO CONVENTION

NEW YORK — Coin operated cigarette machines were in the limelight as the National Association of Tobacco Distributors held a four day Eastern convention this past week at the Hotel Pennsylvania, this city. Capturing widest attention among all the array of attractive products displayed were the shiny new 1946 models of the cigarette machine manufacturing organizations of the country. The equipment and drawings of equipment still to reach the market were exhibited from display booths continually surrounded by people.

The exhibiting firms and their convention representatives follow:

PREDICTS RISE IN CIG PRICE
NEW YORK — Jeffrey Baker, Deputy Price Administrator, speaking before the Eastern Convention, National Association of Tobacco Distributors, predicted that a rise in the ceiling price of cigarettes might be granted the industry within the next two or three weeks.

STERLING POPS INTO THE POP MARKET
WITH TWO RECORD BREAKERS

NEW YORK — Here’s an interesting item for an operator with fifty bucks. But it’s interesting also because it shows there are people in this industry with the moxie to try and make something better, even though they’ve got to fight like hell to get it across.

Anyway, here’s the yarn.
A diamond-tipped — yep, diamond-tipped — phonograph needle costing fifty pieces of green is now on the market.

The announcement of the fifty-dollar job was made by Stephen Nestor, president of Duotone, Inc., this city. The precious bit of equipment has been on test for five years without showing any signs of wear at the tip, Mr. Nestor was credited with saying.

That’s an amazing thing for any needle to perform, as any op will readily admit, and the way it’s done, says Mr. Nestor, is that by using professional polishers it has been possible to hold to a tolerance of 1-10,000th of an inch at the needle’s tip, adding that a needle shank has been designed that will contain a diamond and give true reproduction.

Well, everyone in this business is interested in “true reproduction,” so, on behalf of the guys with the price, The Cash Box called the Duotone Co., Inc., to learn more about the needle. But Mr. Steve Nestor was out-of-town, we were told, so we spoke to a Miss Daniels.

Miss Daniels told us the needle was “guaranteed indefinitely.” We wanted to know how the needle would be marketed to the juke box trade.

“Our needle was really designed for the connoisseur,” Miss Daniels stated, “that is the record addict.” But win, lose or draw, Steve Nestor’s gang had vision and they’re trying. And remember, so did a guy named Tom Edison.
LEO DIXON AND CINCINNATI'S
MAYOR JAMES GARFIELD STEWART

CINCINNATI, O. — Leo Dixon, president of the Triangle Distributing Company, 212 E. 8th St., this city unveiled the new Aireon Electronic Phonograph this past week.

During the two day showing, 112 music operators from Cincinnati and surrounding cities viewed the new Aireon. Among those present was Mayor James Garfield Stewart who showed great interest in the mechanical operation of the instrument. Cincinnati's three daily newspapers sent their radio and amusement editors to look the new machine over.

"Don Fortage will be the manager of the local branch and will give operators the good service they are entitled to. He brings a wealth of experience into the business and I know this branch will be a success," stated Dixon.

Bill Roberts, assistant to Vice-President Rudy Greenbaum, Myron G. Erb, General Sales Manager, Fred Mann, Regional Sales Manager for Aireon, Dan Brennan, district sales manager, Leonard Branson regional district service manager and Bob Burnett of the advertising and public relation staff represented Aireon at the showing.


WANT TO BUY!

SUPER SELLS, COMBO, SILVER MOONS, F.P. SUPER SELLS TW/N, "41 DERBY" PIMILICO FIAMMO HANDS THREE BELLS LONGACRES JUMBO PARADES, F.P. THOROBREDS

Write — Wire — Phone Today!

Advis Condition, Quantity & Best Price!

H. ROSENBERG CO.
625 10th Ave. (LO. 3-2479) N. Y. 19

ATTENTION!

2 Wurliters Victory 20's, each $10.00
1 Wurlitar P-12 10.00
10 Wurlitar Model 100 Boxes, each 1.00
2 Wurlitar 24 mechanisms, each 9.00

Miscellaneous
1 Waltz Rhythm, as is 49.50
2 Grand National 1-ball, each 15.00
1 Western Dead Heat, 1-ball 75.00
1 Exhibit Races console 75.00
Clarkin binary 50.00

SPECIAL
Floor Sample Chico Gealle—Wire Now!

JULES OLSHEIN & CO.
1100-02 Broadway
Albany 4, N. Y.
BADGER'S BARGAINS
"OFTEN A FEW DOLLARS LESS — SELDOM A PENNY MORE"

MILWAUKEE

See CARL HAPPEL

KERNEY RECONDITIONED SUPER BELLS
Completely Rebuilt and Reconditioned Like New

Kenney Super, 5c, F.P., P.O. . . . . $125.00
Kenney Super, 25c, F.P., P.O. . . . . 375.00
Kenney 4-Way, 5c-5c-5c-5c, P.O. . . . 495.00
Kenney 4-Way, 5c-5c-5c-5c, P.O. . . . 995.00

KEENEEY RECONDITIONED SUPER BELLS
Completely Rebuilt and Reconditioned Like New

Kenney 4-Way, 5c-5c-5c-5c, P.O. . . . . 595.00
Kenney 4-Way, 25c-25c-25c-25c, P.O. . . . 625.00
Kenney Twin, 5c-5c, F.P., P.O. . . . . 375.00
Kenney Twin, 5c-5c, P.O. . . . . 395.00
Kenney Twin, 5c-5c, P.O. . . . . 450.00

BERS BELLS
5c-25c-25c-5c, 32.50
Kenney 22.

LOUIS

See BILL HAPPEL

BADGER SALES COMPANY
Exclusive Distributors for J. H. KEENEY & COMPANY
ROCK-OLA MFG. CORPORATION
Southern California, State of Arizona and Southern Nevada
1612 WEST PICO BLVD., LOS ANGELES 15, CALIF.
All Phones: DR. 4326

BADGER NOVELTY COMPANY
Exclusive Distributors for J. H. KEENEY & COMPANY
ROCK-OLA MFG. CORPORATION
State of Wisconsin and Northern Michigan
2546 NORTH 30TH STREET, MILWAUKEE 10, WIS.
All Phones: KIL. 2010

Happel Shows New Rockola Phono

CARL HAPPEL

MILWAUKEE, WIS. — Carl Happel of Badger Novelty Co., this city, reports that his showing of the new Rock-Ola "phonograph of tomorrow" this past Saturday, March 13, was one of the most outstanding successes in all the firm's history.

Happel says that operators from all over Wisconsin and Michigan continued to flood the firm's offices all day long and that, "The enthusiasm shown by the music operators was something I've never before seen in all my life. Everyone of these men were thrilled with the new Rockola Model Number 1422 and especially pleased with the price of this marvelous machine."

Happel also stated, "Orders already taken far exceeded even our fondest expectations. We set a new sales record for our firm."

GERETT TO SHOW NEW PARTS LINE

MILWAUKEE, WIS. — D. Rettke, president of the M. A. Gerett Company, this city, well known for their juke box needle, reports that his firm will soon present an entirely new line of coin machine parts to the trade.

"We believe", Rettke stated, "that every coinman in the nation is going to be very much interested in these parts for they are especially created to fill his wants and will keep him in business by keeping his equipment in perfect condition."

RISCHMAN PRESENTS NEW SKEE BALL

MILWAUKEE, WIS. — R. H. Rischman of Wisconsin Novelty Co. (formerly Novelty Service Co.) introduced a brand new skee ball alley this week called, "Bowl-A-Way".

"This game", Rischman reports, "is similar to pre-war bowling alleys. It features the 5000 free ball return, a fool-proof ball release, silent sponge rubber playing field and is 11½ feet long."

KLEIN TELLS HIS GANG ALL ABOUT AIREON

MILWAUKEE, WIS. — Harold Klein (lower left) of Klein Novelty Co., gathers the firm's employees around him to tell them all about the new Airones before over 600 coinmen jammed his new showrooms to see the new phono. Left to right: Harold Klein, Ray Jordan, salesman; Chas. Weber, serviceman; Bob Barnett, factory rep.; Martin Parker, district mgr.; Luke Zetting, serviceman; Hi DeBausher, salesman; Jack Price, serviceman; Miss A. Kayser, Klein's secretary.
Jennings three sensational "honeys" don't care to crowd one another out of the picture... each having its own ample abundance of beauty to offer operators as to fit his taste. These "three musketeers" can be seen at your distributor or dealer, or write to factory for further particulars.

**WHEN 3 IS NOT A CROWD**

*Beauty!  Appeal!  Sparkle!*

**Super De Luxe CLUB CHIEF**

**BRONZE CHIEF**

**STANDARD CHIEF**

**O. D. JENNINGS & COMPANY**

4307-39 WEST LAKE STREET CHICAGO 24, ILL.
not just another skee ball alley . . . .
It's the greatest income producing
LEGAL GAME ever manufactured.
And that has been proven where the
proving means most . . . on location.
Hundreds of BARREL ROLLS are now
in operation throughout the nation
nabbing nickles ... fast. Get Your
Share of This Gravy. ORDER YOUR
BARREL ROLLS TODAY!

JOHN A. FITZGIBBONS  
AL SCHLESINGER  
776 TENTH AVENUE  
NEW YORK 19, N.Y.  
PHONE: COLUMBUS 5-7996

NOW BEING SHOWN AT YOUR NEAREST DISTRIBUTOR
OF WRITE • WIRE • PHONE

STRAHL TO SHOW AMI PHONO APR. 14

SAM STRAHL

CHICAGO — "The AMI Model A phonograph will be shown in the
Pittsburgh area by Sam Strahl, of
Eaton, General Sales Manager of
Automatic Instrument Company.
"Sam is having a very elegant affair
with a long list of celebrities and
show people in attendance. The party
will take place in the Urban Room
of the William Penn Hotel, Pitts-
burgh. Dinner will be served at 6:30
and at ten o'clock Sam will unveil
the AMI phonograph."

Strahl, practically a member of
the show and theatrical entertain-
ment world himself, advises that

music for the evening will be sup-
plied by his band leader son "Skip"
Strahl, who at the age of 16 had
one of the largest bands in the coun-
try. Since being released from the
Army, Skip has reorganized and now
has a snappy 15-man unit.

"The AMI phonograph is truly de
luxe. I consider it one of the best
machines I have ever handled," states
Strahl. "I am proud to have been
appointed a distributor of this su-
perior phonograph and am sure op-
erators in this section of the country
will be as thrilled with it as I when
they see it at my showing on April
14."

NELSON'S NEEDLE
CLICKS ON LOCATION

FRANK PADULA, JACK NELSON AND VIC
PIRO listening to the "double-point"
needle in a new Wurlitzer 1015
CHICAGO — Jack Nelson reported
this past week, "Our 'Double-Point'
Needle has proved itself one of the
greatest phon needles of all time
on actual location tests.

In the above picture, Frank Pad-
ula, owner of the Melody Music Co.,
Chicago, Jack Nelson and Vic Piro,
owner of the 1424 Club, where the
new Wurlitzer Model 1015 is located,
are listening to the "Double-Point"
Needle in action.

Nelson reports, "Both Frank Pad-
ula and Vic Piro admitted that our
'Double-Point' Needle picked the
tone right up and made records
sound better than ever before."

NEW YORK—Bernie Wolfson, Gen-
eral Manager of Runyon Sales Co.
of New York, reports that the firm
are completing preparations for full
week's showing of new AMI phono.
"It's going to be the biggest showing
in town," Bernie reports.
These Features Make The
DuGRENIER Challenger

AMERICA'S FOREMOST CIGARETTE MERCHANDISER

Single Coin Insert. Speedy Coin Drop.

Entire unit and mechanism readily accessible. Operating unit moves forward in cabinet in two positions by use of operating handle.

Mechanism operates on nickels, dimes and (quarters — optional). Separate slug rejectors for nickel, dime (and quarter — optional).

Delivery mechanism operates on movable steel racks and stationary shaft mounted on ball bearings.

Centrally located match delivery unit. Every regular and auxiliary column will accommodate ting-tang packages.

Simple, compact lower coin mechanism; only one adjustment.

Electro handles are formed steel sections. Revolutionary-type ejector eliminates all package load on delivery mechanism. Positive empty column lockout device.

ARTHUR H. DuGRENIER, INC.
America's Foremost Manufacturer of Automatic Merchandisers
15 HALE STREET, HAVERHILL, MASS.

www.americanradiohistory.com
DU GRENIER SET FOR MASS PRODUCTION

BARNHART (BIP) GLASSGOLD

HAVERHILL, MASS. — Barnhart (Bip) Glassgold, Vice-President and General Manager of A. H. DuGrenier, Inc., this city, reports, “Our reconstruction period is almost at an end and our engineers are at present re-converting the facilities of our Haverhill plant to manufacture automatic merchandising equipment on a mass production basis.

"DuGrenier's war job is well known. The Army & Navy 'E' awarded to us on two separate occasions is an accurate barometer by which to judge DuGrenier's potentiality for achieving the future it has planned in the manufacture of automatic merchandising equipment.

"The recent purchase of the entire capital stock of Arthur H. DuGrenier, Inc. by the Automatic Instrument Company is added assurance that DuGrenier will reach the goal it has set for itself.

"As a result of this affiliation with AMI, DuGrenier, in addition to the top personnel it already has, is now also able to take advantage of all the scientific gains, experiments and new developments achieved by AMI engineers.

"The value and importance of this combination is obvious for it gives the operator the benefit of DuGrenier's fund of engineering know-how plus the latest in electronic war-born innovations.

"DuGrenier plans to continue to manufacture automatic merchandising equipment to meet the full requirements of one of the most progressive markets in the world and will continue to expand its top personnel to insure that purpose.

"Machines, of which DuGrenier's 1946 models are typical examples, will incorporate every sound feature necessary to the running of a smooth, profitable and expanding operation."

MORE CITIES APPROVE PARKING METERS

NEW YORK — With auto parking becoming one of the greatest problems in this post-war period, more and still more cities throughout the country are beginning to approve use of parking meters.

A bill just passed by the legislature in Albany, N. Y. and sent on to Governor Dewey will allow the use of parking meters in New York City.

Niagara Falls, N. Y. is now studying use of parking meters in its business section to help defeat the auto parking problem.

Indianapolis, Ind., is arranging to purchase 2,000 parking meters as a starter and the city councilmen here faced six different salesmen selling parking meters and is giving them all an opportunity to prove which is best.

THE NEW
AMI PHONOGRAPH IS ON THE WAY!

WATCH FOR OUR ANNOUNCEMENT!

DAVID ROSEN
855 N. BROAD ST. PHILADELPHIA 23, PA.

STEVenson 2258

Calling All Operators

PLACE ANYWHERE • LEGAL EVERYWHERE

Hundreds of spots in your territory to make extra big money. Collect the Pennies with the Nickels with this hardworking

EXHIBIT IDEAL CARD VENDER

Takes little counter space. Vends cards (post card size) of fine reproductions of popular MOVIE, RADIO and Sports Folk wanted by most everybody. Big selection of 46 series to keep each location a live money maker for you.

OPERATORS—WRITE FOR OUR SPECIAL CIRCULAR AND PROPOSITION FOR YOU!

EXHIBIT SUPPLY CO., 4222 W. Lake St., CHICAGO 24, ILL.
AMI INVITES ENTIRE INDUSTRY TO GET TOGETHER IN CHICAGO

Firm Asks Trade to Meet at Hotel Continental April 10 and 11. Call it “Convention for Everybody.”

Sat. Eve. Post Features Vendo Coin Changer

KANSAS CITY — The Vendo Company, this city, manufacturers of the long sought friend of every coin machine operator, an automatic coin changer, were given an enviable publicity break last week when the Saturday Evening Post featured the unit in an illustrated article.

“The Vendo Company has had a working model of such a gadget operating experimentally in a bomber plant since shortly after the war began,” the writer stated. “Standing beside a soft-drink-vending machine, it has been doubly successful, neither short-changing nor long-changing its customers and increasing the soft-drink sales by thirty per cent.”

The inventors are four Pierson brothers — Elmer, John, Fred and Carl; they deny the idea started with them, but say that the idea has been in the heads of men ever since coins were first used as a method of exchange.

“In any case,” the writer went on to say, the brothers “along with three or four other mechanical craftsmen, had a practical changing device well under way just as the war forced the Piersons to turn to making radar equipment. They kept perfecting the gadget in their spare time.”

With twenty models now on hand, the new coin changers are expected to start pouring out of the factory soon.

THE RED CROSS ASKS—

WANTED: 66,000,000 WEARERS—The Red Cross hopes that, by March 31, 66,000,000 Americans will be wearing this lapel tab, symbol of a generous heart. How about it?
THE NEW AMI MODEL "A"

PHONOGRAPh

Will Be Shown for the First Time at These Four Gigantic Premieres

LOs ANGELES, March 27 and 28
M. S. Wolf Distributing Company
1348 Venice Boulevard, Los Angeles, California

NEW YORK, March 27 and 28
Runyon Sales Company of New York
593 Tenth Avenue, New York, New York

C H I C A G O, April 10 and 11
Automatic Instrument Company
Tropical Room, Hotel Continental
505 North Michigan Avenue, Chicago, Illinois

PITTSBURGH, April 14
William Penn Hotel, Pittsburgh, Pennsylvania

Everybody Invited! Operators! Distributors!
All manufacturers in the coin machine industry!

AUTOMATIC INSTRUMENT COMPANY
679 NORTH WELLS STREET, CHICAGO 10, ILLINOIS
A Tribute to the Distributor

By JAMES T. MANGAN
Mangan & Eckland, Chicago

The distributor, miracle man of the coin machine industry! He conducts a continuous coin machine convention in his territory the whole year 'round, exhibiting a dazzling display of the latest equipment, interpreting money-making features for his clientele, advising operators on their investments, keeping them up-to-date on the lightning changes taking place in the fastest moving of all businesses.

He brings the factory to the town, brings its products, its inspiration, its ideas, its resources and the brain-wealth of its myriad inventors, developers, engineers, mechanics. He finds the market for the manufacturer and contrives to sell that manufacturer's wares faster than the fastest factory can produce them.

He acts as the factory's alter ego, holds fast to its policies, protects its reputation, increases its momentum. From the firing line of his operators' locations he carries back to the factory the precious findings of daily experience which tell the producer what to make, what to add, what to eliminate, what to change. He is the indispensable liaison between the making of the product, its operation in location, and its final use by the public.

He, perhaps more than any individual, has made the coin machine business the greatest business on earth, a vortex of human interest, driving psychology, rocket speed and immediacy, profit for everybody and the brightest future man has ever envisioned!
BIG ATTENDANCE MARKS 3 DAY SHOWING OF NEW “CHALLENGER ‘47” PHONO

CHICAGO — Challenge Industries, Suite 330, Field Bldg., this city, held the premiere showing of their new “Challenger ‘47” phonograph this past week, March 15 to 19 and reported a greater attendance of coin machine distributors from all over the nation as well as from Mexico and Canada than the firm had ever expected. In view of this record crowd the firm were forced to continue the showings beyond the dates originally set.

The firm also displayed their new Challenger Drink Dispenser at the same time. Coinmen were registered as they entered and were taken in groups of 40 to the display rooms. It is reported that many of these men returned time and time again to view the new equipment. The showings were conducted with complete efficiency and personal appointments were made after each display with those who desired further discussion.

Handling the presentation were Dan Subarsky and Glen Spathe. Also present was Mr. Henry M. Garson, president of the parent organization, U. S. Challenge Company. Challenge Industries officials who were on hand were: Albe Cole, Sam Kribsberg, Murray W. Garson and Bert Davidson. Other members of the staff who handled the crowds were: Richard L. Cole and Aaron J. Gross.

The following were some of the firms who registered for this premiere showing: Alamat Co., Birmingham, Ala.; Grapette Co., Camden, Ark.; Coinmatic Distributors, Los Angeles; Belmont J. Sanchez, Los Angeles; Bay Automatic Sales, Oakland, Calif.; Panoram Soundies, Inc., Miami, Fla.; Heath Distributing Co., Magon, Ga.; Bee & Dee, Berwyn, Ill.; Dockhus Bros., Rockford, III.; R. E. Booth, Anderson, Ind.


---

**FREE PLAY**

| Mills 4 Bells, Perfect | $345.00 |
| Mills Jumbo, Late Head | 119.50 |
| Waiting Big Game, 10c | 119.00 |
| Pace Saratoga, Comb, PO FP | 119.00 |
| Jennings Silver | Moon | 119.00 |
| Mills 1-2-3 Paytable | 99.50 |

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**DELIVERING NEW MACHINES BY**

| BALLY | EVANS | PACKARD | JENNINGS | CHICION | WILLIAMS | GENCO |

---

**FRANKEL DISTRIBUTING CO.**

OMAHA DOWGAS ST. • 2332 FIFTH AVE. ROCK ISLAND, ILL.

---

**JENNINGS IS BUSY ON SOMETHING BIG!**

---

**FRANKEL DISTRIBUTING CO.**

OMAHA DOWGAS ST. • 2332 FIFTH AVE. ROCK ISLAND, ILL.

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www.americanradiohistory.com
WURLITZER DISTRIBS
FORM EXPORT ORG.
CALL IT "AMPCO"

CARL A. JOHNSON

NO. TONAWANDA, N. Y. — A very interesting story appeared recently in the Buffalo press concerning the formation of an export firm by Wurlitzer distributors.

Spokesman for this news was Carl A. Johnson, Vice-President and General Manager of the North Tonawanda Division, Rudolph Wurlitzer Company.

Johnson reported, with the foreign demand for coin-operated equipment at fever pitch, as a result of the "missionary" work done when the armed forces carried coin machines with them thruout the world, Wurlitzer distributors formed the export organization to handle what has now developed into a great boom export market.

Known as the American Phonograph Co-operative, Ltd., or AMPCO for short, the new firm has no official connection with the Rudolph Wurlitzer Company; however, it does have Wurlitzer's blessing.

AMPCO, it is said, will collect, rebuild, and export these used machines, adapting them with suitable coin mechanisms and power systems for the countries to which they are to be sent. Wurlitzer trained mechanics will do this job, according to this newspaper account.

NOW DELIVERING
BRAND NEW FACTORY RELEASES

Victory special .......................... $589.50
Victory Derby ............................ 574.50
Goalee — Total Roll ........................... 525.00
Amusement Life League ....................... 425.00
Evans Bangtails 5c comb. 7 coin ............ 674.50
Evans Bangtails 25c comb. 7 coin ............. 764.50
Evans Tea Strike ............................ 372.50
Groetchen Columbia Tw. J.P. .............. 132.50
New Mills 5c Vest Pocket .................... 74.50

JENNINGS SLOTS

BRONZE CHIEF .......................... Super Deluxe Chief
5c .................................... $249.00 5c ........... $274.00
10c .................................... 299.00 10c .............. 354.00
25c .................................... 269.00 25c .............. 294.00
Paces De Luxe Cherry Bells 50c & 1.00 play Write

IMMEDIATE SHIPMENT

Terms: 1/3 Deposit, Bal. C.O.D. or Sight Draft

MONARCH COIN MACHINE CO.

1545 N. Fairfield Ave. Chicago 22, III.

Phono: ARMitage 1434

NEW APOLLO RELEASES

FIRST WITH HITS BY POPULAR COLORED ARTISTS

# 104

"Is the Storm Too Long"
"Every Knee Surely Must Bow"

THE DIXIE HUMMING BIRDS

# 105

"Keep Your Lovelight Burning"
"I'm on My Way Back to Oklahoma"

CURT BARRETT
AND THE TRAILS

# 369

"It's Over Because We're Through"
"Amateur Night in Harlem"

WILLIE BRYANT
with TAB SMITH SEPTETTE

# 758

"Wondering and Thinking of You"
"What's This?"

ILLINOIS JACQUET
AND HIS ALL STARS

100 SERIES—LIST PRICE 75c, PLUS TAX
200 & 700 SERIES—LIST PRICE $1.00, PLUS TAX

SEND FOR COMPLETE CATALOG
OF RECENT SMASH HITS!

APOLLO RECORDS DIST. CO.

815 TENTH AVENUE, NEW YORK 19, N. Y. • LOngacre 3-1758
2705 WEST PICO BOULEVARD, LOS ANGELES, CALIF. • REPUBLIC 0228
1450 BROADWAY, DETROIT 26, MICH. • RANDOLPH 2824

www.americanradiohistory.com
STAGE DOOR CANTEEN

PROVES IT WITH PROFITS!

ORDER FROM YOUR DISTRIBUTOR NOW

D. GOTTLIEB & CO.

"First with the Finest"

1140 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"STANDARD CHIEF" BRINGS IN BACON

CHICAGO — “Believe me”, reported D. B. Lovitz, admanager for O. D. Jennings & Co., this city, “it takes quite a bit of persuading to get Mr. J. Raymond Bacon our Vice-President to pose for any sort of a picture.” “But”, continued Lovitz, “when our new Standard Chief was set up for display in our showrooms — in came Mr. Bacon — and that’s what gave us the headline — ‘Standard Chief Brings In Bacon’ — and we mean that in more ways than one.” O. D. Jennings & Company, Lovitz also stated, are arranging for one of the most extensive advertising campaigns in their history on the new Standard Chief.

SPECIAL CLEARANCE

All Rebuilt A-1 Condition

<table>
<thead>
<tr>
<th>Item</th>
<th>Condition</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Mutoscope Digger, rebuilt</td>
<td></td>
<td>$125.00</td>
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<tr>
<td>Photorealistic, late model</td>
<td></td>
<td>$795.00</td>
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<tr>
<td>Undersea Raider, floor sample</td>
<td>Write for Price</td>
<td></td>
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<tr>
<td>Submarine, rebuilt</td>
<td></td>
<td>$100.00</td>
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<tr>
<td>Western Baseball, Deluxe</td>
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<td>$150.00</td>
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<tr>
<td>Skeeball, rebuilt</td>
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<td>$75.00</td>
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<tr>
<td>Exhibit Fist Fighter</td>
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<td>$100.00</td>
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<tr>
<td>Love Meters on Bases</td>
<td>each</td>
<td>$25.00</td>
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<tr>
<td>Pitchem &amp; Catchem</td>
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<td>$65.00</td>
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<tr>
<td>Kirk Horoscope &amp; Ticket Scale, rebuilt</td>
<td></td>
<td>$100.00</td>
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<tr>
<td>Ten Strikes, rebuilt</td>
<td>each</td>
<td>$65.00</td>
</tr>
</tbody>
</table>

R. C. ROEHL & CO.
613 W. Wisconsin Ave., Milwaukee 2, Wisc.
Tel: Broadway 8226

COIN OPERATED DEVICES, ARCADES & DIRECT POSITIVE PHOTO STUDIOS

WANT ANY QUANTITY


M. A. POLLARD COMPANY
725 Larkin St., San Francisco 9, Calif.

PARTS — SUPPLIES

PHONO TITLE STRIPS
55c PER 100

WRITE FOR QUANTITY PRICES

ROCK-OLA CRYSTAL

Pick-Ups, B-2 Cartridge, $3.00 ea.

ECONOMY SUPPLY CO.
615 TENTH AVENUE, NEW YORK, N. Y.
(Phone: BFyant 9-3295)
GOLD CHROME CABINETS

Complete Only $29.50
Specify 5c, 10c or 25c play; 2/5 or 3/5 pay

SILVER CHROME CABINETS

Complete Only $39.50
Specify 5c, 10c or 25c play; 2/5 or 3/5 pay

These Brand New Features Included:
- Light, Durable Wood Cabinet
- Drill Proof Lining
- Metal Reward Plate
- Denominator
- Knee Action
- Unbreakable Jackpot Glass
- Club Handle
- Castings (gold or silver)

REBUILDING of any Mills Escalator-Type Machines and placed in a BRAND NEW CHROME CABINET

Choice of Silver, Gold, Black Chrome

COMPLETE ONLY $69.50

Plus Parts

Here is the opportunity you've been looking for to make your MILLS ESCALATOR TYPE MACHINES look and operate as good as NEW. We will completely rebuild your machines under the supervision of factory trained mechanics. The cabinet furnished includes the above new features.

WE WILL NOT BE UNDERSOLD!

American Amusement Co
4047 W. FULLERTON AVE., CHICAGO 39, ILLINOIS • CAPITAL 5300

"IF YOU MISS US - YOU MISS MAKING MONEY"
acclaimed the best!

"SUSPENSE"

- "SCHEMATIC" PANEL
- VISUAL BALL LIFT

ORDER FROM YOUR JOBBER OR A WILLIAMS REGIONAL DISTRIBUTOR

Williams MANUFACTURING COMPANY
161 W. HURON ST. CHICAGO 10, ILLINOIS

GUTSHALL-CARTER AIREON SHOWINGS CLICK BIG

LOS ANGELES, CAL. — Jack Gutshall's showing of the new Aireon Electronic Phonograph is reported to have been one of the biggest crowd getters in automatic music history of this area.

Nick Carter also attracted much attention with the showing he held. In the upper photo are seen: Nick Carter, Jack Gutshall, Frank Navarro, Bill Simmons and Mike Dutton of Aireon Mfg. Corp.

Lower picture gives some idea of how the showrooms were crowded with visitors from all over southern California to view the new Aireon line.

Gutshall stated, "This was the grandest and biggest showing of a new automatic phono in southern California's history. The crowds were tremendous and they were all thrilled by what they saw and heard."

Gutshall also explained that all the Aireon officials and the distribs here waited at the airport for the "Flying Tigers" airfreight line to fly in the first Aireon samples for the big showings here.

"From the moment they arrived," Gutshall said, "the men were hard at work arranging for their showings and there was no rest until the doors opened to officially welcome the crowd opened to officially welcome the crowds."
JACK GUTSHALL OFFERS YOU QUALITY RECORDS with PLAY APPEAL

EXCLUSIVE — GAVE YOU 13 SMASH HITS!
WATCH FOR 6 NEW SENSATIONAL RELEASES SOON!

EXCELSIOR — THE KING OF THE BLUES.
4 NEW TOP SELLING TUNES ON THE WAY.
"THE FATHER OF KING COLE'S TWO BEST SELLERS"

MODERN — MODERN TUNES IN MODERN STYLE.
ONE OF THE FASTEST INDEPENDENT SELLERS.

G & G — JOE GREEN, WRITER OF "HER TEARS FLOWED LIKE WINE"
NOW RELEASING HIS NEW RECORDS AT 75c RETAIL!

ORDER FROM YOUR NEAREST DISTRIBUTOR

AMERICAN COIN-A-MATIC
1437 5th Avenue
Pittsburgh, Pa.
Covers Western Penn., Virginia, West Virginia

MUSIC SALES
680 Union Avenue
Memphis, Tenn.
Covers Tenn. and Ark.

COMMERCIAL MUSIC
510 N. Sarah
St. Louis, Mo.
Covers St. Louis and Suburbs

STANDARD MUSIC DISTRIBUTORS
1913 Leeland
Houston, Texas
Covers Lone Star State

C & G DISTRIBUTING CO.
714 Fourth Avenue
Seattle, Wash.
Covers Oregon, Wash., Alaska, Montana, Idaho

RECORD SALES, INC.
2117 3rd Avenue North
Birmingham, Ala.
Covers Alabama and Georgia

PREMIER AUTOMATIC MUSIC CO.
640-42 South Street
Philadelphia 47, Pa.
Covers Eastern Penna.

ORIOLE DISTRIBUTING CO.
512 Pennsylvania
Baltimore, Md
Covers Maryland, Washington, D.C.,
N, Carolina, S. Carolina, Florida

Territories Not Covered Above Still Available

JACK GUTSHALL DISTRIBUTING CO.
1870 W. WASHINGTON BLVD., LOS ANGELES 7, CAL.

www.americanradiohistory.com
SEBRING FORMS NEW RECORD CO.

CHICAGO — Al Sebring of Bell Products Co., this city, reported this past week that he was forming a new record manufacturing firm and that, “This company will be entirely devoted to the manufacture of a new and better phonograph recording. We will devote ourselves 10 per cent to the juke box trade.”

Sebring also reported, “We are of the same belief as the leaders in the juke box industry and intend, if at all possible, to have appear on the label of our records, ‘For use in coin operated musical instruments’. We believe that if this can be worked out to the complete satisfaction of the artists, recorders, legal agents and so forth, that this statement will be first to appear on our records.”

Associated with Sebring in this firm will be M. K. Styne who is the brother of the noted Jules Styne, composer of such songs as, “It’s A Long, Long Time”, “Love Me”, “Let It Snow”, “I’ll Walk Alone”, “I Don’t Want To Walk Without You”, and many others.

“There will also be associated with me in this firm”, Sebring stated, “many noted musical leaders who have for years given the music industry the finest songs and recordings. We are planning to bring the juke box trade the very greatest records ever produced.”

“Our company is practically ready for operation and within a week or so we shall make announcements which, we believe, will tremendously thrill and elate everyone of the music machine coinmen in the nation.”

SEBRING

NEW YORK — Miller Meter, manually operated, mfd by Duncan Meter Co., Chicago, $76; Mark Time Perfection, manually operated, mfd by M. H. Rhodes, Inc., Hartford, Conn., $58; Mi-Co Manual, mfd by Michael Art Bronze Co., Covington, Ky., $48 for straight 5c and $60.50 for all other types; Dual Automatic, mfd by Dual Parking Meter Co., Canton, O., straight meter $64.50, multiple meter $68; kar-Park Automatic, mfd by Kar Park Corp., Cincinnati, O., $66.73; Park-O-Meter Automatic, mfd by Magee-Hale Park-O-Meter Co., Oklahoma City and Macnich Co., Tulsa, Okla., $57.

WATCH FOR BALLY’S MUSIC! NOW DELIVERING

COLUMBIA TWIN JACKPOT BELL 1-5-10-25c PLAY MILLS BLACK CHERRY AND VEST POCKET BELLS

GENCO TOTAL ROLL................. $525.00 CHICAGO COIN GOALER........ $525.00

Palisades Specialties Co.

APOLOGIES, MOE FINE!

Through an oversight the name of MAFCO CORPORATION, Ltd.

703 NOTRE DAME ST., WEST
MONTREAL 3, QUEBEC, CAN.

was omitted from the list of Aireon Distributors announced recently in Cash Box.

Look To The GENERAL For Leadership

WE ARE EXCLUSIVE FACTORY DISTRIBUTORS FOR THE LEADING MANUFACTURERS — PRESENTING THE GREATEST ARRAY OF HITS IN THE INDUSTRY —

• AIREON ELECTRONIC PHONOGRAPH
• GOTTLIBB’S STAGE DOOR CANTEEN
• EXHIBIT’S BIG HIT
• JENNINGS’ BRONZE CHIEF AND SUPER DELUXE CHIEF
• AMUSEMENT ENTERPRISES’ BANKBALL
• PFANSTIEHL COIN MACHINE NEEDLES — EAGLE PLASTICS

COMING:

Gottlieb’s Triple Grip Tester
Daval’s Gusher
Jennings’ Challenger

“THE BEST OF THE NEWEST AT GENERAL”

www.americanradiohistory.com
SUPER SKEEROLL

All the necessary qualities for good, money-making equipment are combined in this tried and tested skee ball game. If you want a winner... if you want to be sure of the best... you want the "King of Alleys"... Munve's "Super SkeeRoll".

NATIONAL DISTRIBUTORS
RUNYON SALES CO.
OF NEW YORK, INC.
593 - 10th AVE. (PHONES: LONG 3-4820 - 4836)
N. Y. 18

ORDER NOW FROM THE COUNTRY'S FOREMOST DISTRIBUTORS

RUNYON SALES CO.
123 W. RUNYON STREET
NEWARK, N. J.

RUNYON SALES CO. of N. Y.
593 TENTH AVENUE
NEW YORK CITY

BADGER NOVELTY CO.
2546 NORTH 22nd STREET
MILWAUKEE, WISC.

AMERICAN COIN-AT-MATIC MACHINE CO.
1435 FIFTH AVENUE
PITTSBURGH, PA.

ATLAS VENDING CO.
410 NO. BROAD ST.
ELIZABETH, N. J.

RUNYON SALES CO.
1290 DELAWARE AVENUE
BUFFALO, N. Y.

CLARENCE BAGGETT
918 NORTH 21st STREET
OKLAHOMA CITY, OKLA.

CALIFORNIA AMUSEMENT CO.
1348 VENICE BOULEVARD
LOS ANGELES, CALIF.

1175 FOLSOM ST., SAN FRANCISCO, CALIF.

ROTH NOVELTY CO.
54 PENNSYLVANIA AVENUE
WILKES-BARRE, PA.

J. J. GOLUMBO & CO.
116 NEWSPAPER STREET
BOSTON, MASS.

MARLIN EQUIPMENT CO.
412 NINTH STREET, N. W.
WASHINGTON, D. C.

SILENT SALES CO.
200 ELEVENTH AVE., SO.
MINNEAPOLIS, MINN.

THE MARKET COMPANY
4310 CARNegie AVE., CLEVELAND 3, OHIO

EMPIRE COIN MACHINE EX.
2822 W. NORTH AVENUE
CHICAGO, ILL.

HEATH DISTRIBUTING CO.
217 THIRD STREET
MACON, GEORGIA

SOUTHWEST AMUSEMENT CO.
2916 MAIN STREET
DALLAS, TEX.

LOUISIANA COIN MACHINE SERVICE CO.
911 POYDRAS STREET
NEW ORLEANS, LA.

JULES OLSEIN CO.
1100 BROADWAY
ALBANY, N. Y.

BIRMINGHAM VENDING CO.
2137 THIRD AVE., NO.
BIRMINGHAM, ALA.

MODERN SOUTHERN DIST. CO.
659 RIVERSIDE AVE.
JACKSONVILLE, FLA.

MODERN VENDING COMPANY
206 N. 21st STREET
MIAMI, FLA.

WANTED
(WILL PAY TOP DOLLAR)
FIVE BALLS • ONE BALLS • ARCADE EQUIPMENT PHONOGRAHS • SLOTS AND CONSOLES
BELL PRODUCTS CO.
2000 N. OAKLEY  •  CHICAGO 47, ILL.  •  HUMBOLDT 3027

SCIENTIFIC'S ORIGINAL
X-RAY POKER
LIMITED QUANTITIES — ACT FAST
DISTRIBUTED BY

Joe Ash
in Pennsylvania
ACTIVE AMUSEMENT MACHINES COMPANY
900 N. FRANKLIN STREET
417 PRELINGHUYSEN AVE.
PHILA. 23, PA.
MARKET 2656
NEWAIR 5, N. J.
DICELOW 0-1195

Irv Morris
in New Jersey

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

CLASSIFIES PINBALL GAMES AS "TOYS"

MANCHESTER, KY. — The local newspaper here, "Manchester Enterprise" reported the following this past week.

"In fairness to the business places of this community that operated the so-called 'pin-ball' machine we have this to say.

"The machines were not gambling devices as some people were led to believe. There were no 'pay-offs' of any form except a free game, and are not to be classed with the more elaborate devices now being used in some sections of Kentucky.

"The type of these so-called machines can be purchased in the larger cities as a toy for the house. In other words, we would call the apparatus a toy which to play with for a while and then throw it aside as a kid would do a new toy."

LAZAR REPORTS NEW SALES RECORD

E. D. LAZAR

PITTSBURGH, PA. — Ben D. Lazar, of B. D. Lazar Company, this city, reports, "Our firm has just established a new sales record which we believe will ever again be hard to equal for three day's selling."

According to Lazar, "This sales record was set the three days of our showing the new Rock-Ola 'phonograph of tomorrow'. Operators from all over our territory flooded into our showrooms here. We don't believe that we took one sample order. All orders placed were for from ten to more machines."

Lazar also reported, "We are happy to announce at this time that we are also now able to make deliveries to all colmen in our territory of Gottlieb's 'Stage Door Canteen'. We do suggest, tho, that every operator who is seeking more 'Stage Door Can- teens' call our offices immediately so that we can make quick shipment."
SPECIALS......

ONE BALLS......at SPECIAL LOW PRICES!

FOR THIS WEEK ONLY—

WE NEED ROOM FOR NEW MERCHANDISE ARRIVING DAILY

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<th>State</th>
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<td>Santa Anita</td>
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<td>Sport Page</td>
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3 Winning Ticket

These One-Ball cash payout multiple games all carefully overhauled and reconditioned.

SLOTS

We still have on hand the following slots from the list of completely refurbished and reconditioned machines we advertised last week.

1. 1c Pace Deluxe (3) $65.00
2. 2c Mills Original Gold Chrome... 179.50
3. 5c Mills Original Silver Chrome... 179.50
4. 5c Mills Rebuilt Gold Chrome... 150.00
5. 5c Mills Original Black H. L. JP... 190.00
6. 10c Mills Original Brown Front... 179.50
7. 2c Warhol Rolotop... 79.50
8. 10c Jennings 3 Star Chief... 99.50
9. 1c Mills Original Silver Chrome... 209.50

2 Columbia Bell—Cig. Rock-0-La... 42.00

MUSIC

1. Wurlitzer Twin 12 steel cabinet unit completely with Buckley adapter and amplifier... $175.00

CONSOLES

1. Buckley Daily Double... $650.00

UNIVERSAL AMPLIFIERS (BRAND NEW)

For all Wurlitzer, Rock-Ola, Seeburg Phonos except Hitone...

RC models... $54.50

ALL EQUIPMENT UNCONDITIONALLY GUARANTEED.

REGARDLESS OF PRICE

PHONE—WIRE—WRITE YOUR ORDER

TERMS: 1/2 Certified Deposit, Balance Sight Draft or C.O.D.

MULLINIX AMUSEMENT CO.

1514-16 BULL STREET

(ALL PHONES: 3-6601)

SAVANNAH, GA.

JUDGE POSTPONES RULING ON W. VA.

SUNDAY JUKE BOX PLAY

CHARLESTON, W. VA. — Juke box ops from many parts of this area listened this past week to Municipal Court Judge Harold B. Neff postpone until March 25 a decision on whether Roy K. Morris, owner of a beer tavern here, had violated a 1946 act by playing a juke box on Sunday "on the house" as Morris contended he had done by providing the nickels himself.

Morris claimed that by putting his own nickels into the juke boxes he was merely furnishing music for the patrons of his place.

Previously Morris had appealed to the State Supreme Court following his conviction on a similar offense. Morris claimed that the section of the beer law regulating the operation of music machines was unconstitutional. This case is now pending.

In this new case, Morris appealed from a Kanawha circuit court decree denying him a writ to stay criminal action by a justice of the peace on charges that he violated the statute by permitting the juke box to be played on the sabbath.

The Appellate Court first denied him a hearing, but later reversed the ruling on a second application.

Morris cited a section of the state constitution in support of his contention that the operation of a coin operated music machine does not legally belong in legislation dealing with the regulation of beer.

Juke box ops throughout the state are tremendously interested in this case and eagerly look forward to March 25 for Judge Neff's decision.

It is the hope of many of these coin men that leaders in the juke box industry will interest themselves in this ruling and that if it is unfavorable will work with them to help get the coin operated music machines in taverns off the beer regulation laws which these men claim have absolutely nothing to do with juke boxes.

CLEVELAND PHONO OPS MEET

CLEVELAND, O. — The regular monthly meeting of the Phonograph Merchants' Assn., was held on March 7 at the Hotel Statler in this city.

Jack Cohen, president of the assn., who has just returned from an extended visit to Miami, was back speaking at the meeting which was one of the most interesting ever held here.

Discussion regarding the fact that the music ops entertained Vaughn Monroe at the Belmont Hotel won much comment. A new member was also introduced to the organization at this meeting, he is Richard Head who purchased Frank Bennett's route.

Other news from this organization was to the effect that Richard M. Erb, son of Myron Erb of Triangle Distributing Co. is now home after spending much time in the southwest Pacific with the Army Air Forces. George Zollos is also back again after three years in the Army and reported that he was happy to be called "Mr." again instead of "Corporal."

A complete report was given to the organization by the Cleveland phone ops who attended the Detroit meeting and dinner at the Latin Quarter in that city. Among those who attended were: Leo Dixon, Jack Cohen, James Ross, Robert Pinn, Hyman Silverstein, Sid Amder, Sanford Levine, Sid Clary, Gary Weber, Bert Dean, Leon Green, Jimmy Burke and Harry Friedman.
WASH. D. C. BETTER BIZ BUREAU WARNS VETS ON VENDING MACHINES

WASHINGTON, D. C. — The Better Business Bureau, this city, has just issued a warning that high-pressure salesmen are exaggerating returns on investments in vending machines.

This warning is especially being directed to returned veterans with Mrs. Sally Muchmore of the bureau reporting that several complaints on this score had been received recently.

The last complaint received, she reported, was from a young veteran who put his last $890 into the purchase of 20 machines for vending nuts on bars or store counters.

The veteran, she said, responded to an advertisement in a newspaper headed, "Route man wanted — $50 a week".

Mrs. Muchmore stated that this veteran signed a contract he had not read and paid out his money after listening to a sales talk in a hotel room.

The veteran expected immediate delivery of the machines, but recently received a letter from the sales company stating that "the manufacturer hoped to catch up with orders by April 19th."

Mrs. Muchmore also said that the veteran expected the machines to earn him enough money by this time to buy an automobile to make his rounds in servicing them.

La. Assess Slots For $1.15 Yearly

BATON ROUGE, LA. — This state gets $1.15 yearly per machine assessed under such headings as "personal property", "business fixtures", or "miscellaneous". The parishes get about $6 more a year.

The interesting legal point of power of the state to assess property illegally owned hasn’t yet been raised.

Louisiana’s Tax Commission Chairman, J. H. Cain reports, “Most operators don’t seem to mind paying the tax. We take the position they are property like anything else and ought to be assessed. They are not listed as exempt property in the constitution.”

For the most part, Cain said, assessments are levied against the actual owners of the machines rather than against owners of establishments in which they are found. The machines are assessed at $200 each whether they are old or new.

WANTED PHONOGRAPHs

WURLITZER

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ROCK-OLA

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<td>SUPER COUNTER</td>
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<td>DELUXE MODEL ’39</td>
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WILL PAY CASH FOR

TERRIFIC! SENSATIONAL!

TRIPLE CASH BOX RECEIPTS

LET US CONVERT YOUR HOCKEYS FROM 5 SINGLE PLAY TO SINGLE AND DOUBLE PLAY

HOCKEY

ONLY $69.50

WRITE — WIRE PHONE FOR DETAILS

WE ARE NOW DELIVERING

CATA LINA'S LEWIS COIN MACHINE SERVICE

3924 W. CHICAGO AVE. CHICAGO, ILL.

WATCH FOR

OUR ANNOUNCEMENT

THE NEW AMI PHONOGRAPH

SOON ON DISPLAY IN OUR SHOWROOMS

AMERICAN COIN-A-MATIC MACHINE CO.

Exclusive Distributors in Western Pa., W. Va. and Va.

1435-37 FIFTH AVENUE

PHONE: ATLANTIC 0977

P & S MACHINE CO.

3017-19 N. Sheffield Ave., Chicago 14, Ill.

P & S FREE PLAYS ARE PROVEN WINNERS

Eagle Squadron

From — Big League

Shangrilah

From — Mr. Chips

Torpedo Patrol

From — Formation

Paratroops

From — Powerhouse

Our Latest

Bombardier

WANTED AT ONCE

Punch, Tape, Formerton and Powerhouse

See Your Distributor or Write To —

WRITE OR WIRE AT ONCE. LIST AND SEND US YOUR PRICES.

ALLIED MUSIC DISTRIBUTORS

CHICAGO 9, ILLINOIS
COLUMBIA makes more money fast - costs less money to own. It’s the money making KING.

**OPERATOR’S PRICE**

$132.50 F.O.B. CHICAGO, ILL.

All orders must be accompanied by one-third deposit, postal money order or certified check, balance C.O.D.

**GROETCHEN TOOL COMPANY**

126 NORTH UNION AVENUE  
RANdolph 2807  
CHICAGO 6, ILLINOIS
FREE PLAY SLOTS HELD NOT ILLEGAL IN CALIF. RULING

SACRAMENTO, CALIF. — Justice of the Peace J. L. Missall of the American Township acquitted Charlie E. Kirk, owner of the YaVeda Club and D. C. Dodrill, owner of the Garden Club of gaming charges placed against them when free play slot machines were seized in their places of business.

The machines, it is reported here, were confiscated in connection with a sheriff's office drive against gambling devices. Both merchants, however, claimed the machines were not illegal since the player only received free plays instead of automatic payoffs.

Justice Missall upheld this contention this past week. He overruled the arguments of the District Attorney's office that free plays are things of value and were therefore illegal.

Missall stated in his decision, "The slot machines seized from the defendants were not used as gambling devices within the meaning of Section 330A of the Penal Code and the defendants are therefore not guilty of the offense with which they are charged."

The District Attorney's office has not yet decided whether to appeal the decision, according to reports received this past week.

Many coinmen here are now wondering whether this decision interpreting the 330A section of the penal code to mean that free play slots are not to be construed in the same category as automatic payoff slots may not open the way for general placement of such equipment in this territory.

As yet no efforts have been made by coinmen to place any large numbers of free play slots. Most are waiting to see whether the district attorney will appeal from this decision and what the results of that appeal may be.

WANTED
FREE PLAY CONSOLES

JUMBO PARADES, SILVER MOONS, BOBTAILS, SUN RAYS, LATE BIG GAMES, HI HANDS COMB., BIG TOPS. ALSO ALL FREE PLAY FIVE BALL GAMES & MUSIC. SEND YOUR LIST!

EMPIRE
COIN MACHINE EXCHANGE
2512 W. NORTH AVE.
CHICAGO 47, ILL.
HUMBOLDT 6288-89

A NEW REVAMP!

CATALINA!

MARVELS LATEST 5 BALL FREE PLAY

YOU LIKED HOLLYWOOD — EVERYBODY DID!
WAIT 'TILL YOU SEE CATALINA! GET YOUR ORDER IN WITHOUT DELAY. DON'T BE DISAPPOINTED!

S$249.50
MARVEL MANUFACTURING CO.
2122 MILWAUKEE AVE., CHICAGO 47
PHONE: EVERGLADE 0230

DON'T COME TO N.Y. CHI. OR L.A. WITHOUT HOTEL RESERVATIONS

NEW YORK — All three offices of The Cash Box, New York, Chicago and Los Angeles, suggest that coinmen make sure they have hotel reservations before they come to any of these cities. Hotels are absolutely jammed.

Tubular
COIN WRAPPERS

* 1 Case ..........65c per M
  3 Cases..........60c per M
  6 Cases..........53c per M

Less Than Case Lots. Assorted Denominations. 75c per M.
50c PENNIES ..........19 M to CASE
$0.00 NICKELS ........17 M to CASE
$0.00 DIMES ........20 M to CASE
$0.10 QUARTERS ....15 M to CASE
$0.10 HALVES ..........15 M to CASE

Case lots shipped. One denomination to case. Order in quantity conforming to packing if possible.
½ Deposit with Order, Bal. C.O.D.

CHARLES (JIMMY) JOHNSON
GLOBE DISTRIBUTING CO.
1623 N. California Ave., Chicago 47
(Phone: ARMITAGE 0760)

OPERATORS!! HERE ARE 2 PROVEN WINNERS OF 1946

1. GOTTLIEB'S STAGE DOOR CANTEEN
THE GAME THAT EVERY OPERATOR AND LOCATION WANTS

2. THE ROCK-OLA PHONOGRAPH OF 1946
THE PHONOGRAPH THAT IS THE LAST WORD IN MUSIC TODAY

WE HAVE THEM BOTH!
COME IN AND SEE THEM — AND PLACE YOUR ORDER

B. D. LAZAR COMPANY
1635 FIFTH AVENUE
(ALL PHONES: GRANT 7818)
PITTSBURGH, PENNA.
NEW YORK — Word began to reach The Cash Box this past week from noted juke box coinmen that the "big four" record manufacturers, Decca, Columbia, Victor and Capitol, were beginning to squelch now that many of the juke box ops are buying records from the smaller firms all over the country and finding that they can get along very well with the recordings they are getting.

One noted southern juke box coinman reported that when one of the "big four" in his city heard that he had arranged to buy and distribute the records of some of the smaller record makers, they phoned and advised him that they wouldn't give him any more records for his phono route. He also learned that this distributor had phoned the other of the "big four" distrbs in his town and suggested they all do the same.

Such reports have now begun to come in with regularity from other parts of the nation where juke box ops are learning that they can get records in good quality from the smaller manufacturers and that these latter are more than willing to cooperate with them as to price and delivery schedules and all other matters relative to their needs.

One coinman told The Cash Box, "We've waited for this for a long time. I am giving almost 100 per cent of my business to the new and smaller manufacturer and will continue to do so. These men are now beginning to get shellac and they are also getting more pressing machines. The only thing I hope is that other jube box operators throughout the country won't forget what headaches and heartaches they had with the big record makers and will now go all out to make these new men just as big and powerful so that in the future we will again have a real record market and the opportunity to get our merchandise at reasonable prices."

In the meantime the smaller recording firms are getting right ahead producing hit records and bringing one innovation after another into the field with prices tumbling and all are trying to help coinmen to the best of their ability. Some of the new tunes being presented are winning much good comment from jube box ops nationally.

**DISTRIBUTORS!**

**SOME TERRITORY STILL OPEN—WRITE**

**WANT 500 GAMES**

**WANT 500 GAMES**

**CAN USE 500 FREE PLAY GAMES**

(Parts must be complete)

**SPORTY — PARADISE**

**JOLLY — SCHOOL DAYS — POLO — HORMO**

**SCAPE — CHAMP — MIAMI BEACH**

**SEA HAWK — MAJORS '41**

**SNAPPY '41 — STRATOLINER — SPORT PARADE — SHOW BOAT — SEVEN UP**

**SPOT POOL — ARGENTINE**

**LITA CARD**

Send Your List Stating Quantity, Price and Condition.

**MID-STATE CO.**

2850 W. ROOSEVELT RD. 
CHICAGO 12, ILL.

TELEPHONE: SACRAMENTO 2191

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**NEW RELEASES UNITED—FOR BETTER BUYS**

**NOW DELIVERING**

**Evans Ten Strikes**

**Alamo Custom Consoles**

**Bally Self Queens**

**Bally Undersea Raider**

**Chicago Coin Goddess**

**Bally Victory Derby**

---

**PAC-MAN, BOXES, SPEAKERS, AUXILIARY EQUIPMENT**

**ALSO THESE RECONDITIONED BUYS IN USED MACHINES**

**SPORTY**

**GAMES**

**NEW BLACK BERRY BENT**

**COMPLETELY REFRESHED LIKE**

**NEW WITH CLUB HANDLES**

**5C PLAY**

**10C PLAY**

**25C PLAY**

---

**DOLLAR JENNINGS CHIEFS, REFRESHED LIKE NEW**

**ARCADE EQUIPMENT**

**Bowl A Ball**

**Golden Ace**

**Dynamite**

**Drover**

**Air Reider**

**Zingo**

---

**PHONOS—SPECIALS**

**Caperheart J20 selector Phonos**

**Santa Anna 1-ball 95C.O.**

**Eagle 2-ball 95C.O.**

**Buckley Track Odd's, D.D.**

**Evans Lucky Lure '41**

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**WINST—PHOTOS—5-BALLS—ALL MODELS—GANGE PLAYBALLS—EVANS TEN STRIKES**

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**UNITED COIN MACHINE COMPANY**

**"WISCONSIN'S LEADING DISTRIBUTOR"**

6504 WEST GREENFIELD AVE. (PHONE: GREENFIELD 6772) 
MIAMI 14, WIS.

---

**FOR SALE!! FOR SALE!!**

**A REAL BUSINESS OPPORTUNITY**

**NATIONAL DISTRIBUTOR OF TOP SELLING PHONOGRAPH RECORDS DESIRES TO SELL HIS RECORD DISTRIBUTION BUSINESS WITH A NATIONAL DISTRIBUTING ORGANIZATION FULLY SET UP AND OPERATING.**

**STOCK ON HAND APPROXIMATELY $150,000.00**

**ALL CORRESPONDENCE CONFIDENTIALLY TREATED. ADDRESS ALL INQUIRIES TO HERMAN STONE**

2126 VETERAN AVENUE 
LOS ANGELES 25, CALIF.
BIRMINGHAM, ALA. — On Sunday, March 18 at 12 noon, this state’s leading coinmen met in the Gold Room of the Thomas Jefferson Hotel, this city, for the purpose of organizing all the bonafide coin machine men in this state into an organization whose main purpose will be to adopt the 70%-30% Commish Basis as suggested by the Cash Box.

According to the letter just received from D. C. London of Huntsville, Ala., who has been appointed as “acting secretary”, this was one of several meetings already held in other cities such as Montgomery, Selma, etc., throughout the state.


Clad Hall of Hall Brothers Sales Company, Jasper, Ala., has been acting as spokesman for the group. As yet the name of the new organization is indefinite but in the meantime they are calling themselves, the “Alabama Coin Machine Operators Association.” The organization can be reached thru their acting secretary, D. C. London, 202½ Green Street, Huntsville, Ala.

London writes The Cash Box, “We heartily endorse all the things you have been publishing in your magazine and would greatly appreciate you sending all of the members your publication so that they can become subscribers.”

This new association would like to hear from already well established groups of coinmen throughout the country as to what moves they should make in order for this to be a strong and efficient organization.

The next general meeting of this new organization will be held at 12 noon, April 26 at the Thomas Jefferson Hotel in Birmingham, Ala.

CHARLEY ROBINSON

LOS ANGELES, CALIF. — Charley Robinson of C. A. Robinson Co., this city, is this month celebrating his nineteenth year in the coin machine business.

Robinson reported that it is a great thrill for him to look back over the years and note what tremendous progress has been made by the coin machine industry.

He can remember long before anyone ever thought about a pin game or even a juke box of the modern type. He also remembers when the old time slot machines were among the most popular items on the market.

Friends of Robinson expect that he will go all out with one of the biggest parties ever yet seen at McGovern’s.

WILL EXHIBIT NEW COIN OPERATED RADIO AT BOSTON HOTEL SHOW

DEAL, N. J. — George and Victor Trad of Tradio, Inc., 106 Norwood Ave, this city, will exhibit their new all metal encased coin operated radio April 24 to 26 at the 21st Annual New England Hotel and Restaurant Show to be held at the Hotel Statler in Boston, Mass. In addition to the coin operated radio for hotels they will also display the “Vixtradio” which is especially constructed for use in hotels and tourist camps.

The brothers claim that already 15 hotels in New York, New Jersey and Long Island have signed up to install their new radios. These are arranged in groups of 100 or more.

The set is operated by a concealed coin drop which permits the hotel guest to choose any desired radio program and enjoy it for three hours for 25 cents.

The set is reported to be acoustically modulated so that other guests will not be disturbed by late use of the radio.

New Gadget Shuts Off Juke With A Dime

BRONX, N. Y. — Neal O’Hara in his column, “Pull Up A Chair” which appears in the Home News of this community reported the following.

“We like the invention of a Yankee genius consisting of a gadget to install on juke boxes in eating places and receive dimes thru its slot. The coin drops and nickel starts the music, he explains. ‘The dime stops it. The appliance is a moneymaker.’

(As yet this “gadget” hasn’t made its appearance and juke box ops would be happy to hear more about it. Anyone knowing anything of such a ‘gadget’ should immediately contact The Cash Box.)
DAVAL TO PRESENT NEW GAMES

CHICAGO — Al S. Douglass, president of the Daval Products Corp., this city, reports that the firm will soon be entering into production on "some startling new games".

As yet the firm have not announced exactly what type of machines they intend to produce.

The secretiveness noticeable about the Daval factory regarding these new products has caused a great deal of mystery and wonderment to arise in the trade as to just what type of machines Al Douglass and Dave Helebenflexin are planning to present.

Douglass stated, "It doesn’t pay to

Penn. — N. J. Distributors

For Amusement Bug-Team

Newest Baseball Sensation

Chicago Coin’s GOAILEE or TWO nickel play

Jobbers and Operators, write for special quotations

Distributors for Perfect Games Co.,

Poker Game Table.

All new, each $115.00.F.O.B. Factory

Samples on display

K. C. Novelty Co.

1149 Market St. (Market 4461) Phila. 6, Pa.

KANSAS DISTRIBUTORS FOR

• Aireon Electronic Phonograph

• Pace’s Drill Proof De Luxe Cherry Bell

• Chicago Coin’s Goailee

• Williams Laura and Suspense

• Advance Vendors

Reconditioned Consoles and Slots • Dupreignier Cigarette Vendors

Matheny Vending Co., Inc.

564 W. Douglas

Wichita 12, Kansas

The Cash Box Page 72 Week of March 25, 1946

WARNS MUSIC OPS NOT TO PLAY CUSTOMER’S RECORD Sued After His Studio Plays Customer’s Own Record By Request

PASSAIC, N. J. — Telemusic Service, Inc., operators of a large telephone music studio here report that they believe a new angle has arisen which will cause many music operators throughout the nation lawsuits unless they stop playing a customer’s own records by special request of the customer himself.

This report was made to the company by a customer who brought a record to their studio to be played for him.

The record was played into the location specified and the next thing the firm knew they had received a summons suing them for playing a "copyrighted record.”

Music ops all over the nation, especially operators of telephone music, have been complying graciously with the requests of customers who call at their studios with a musical recording of their daughter’s or son’s piano playing or singing or some such record and playing these usually direct into some location where the proud parents are dining or having a party for the amateur recorder.

This new angle, as Telemusic Service, Inc. report, hit them like a thunderbolt. They simply cannot understand the thoughts of any man to ask them to play his own record into a special location for them and then sue them for playing a "copyrighted record.”

This warning should be immediately heeded by every music machine operator in the country. Many times juke box ops are also asked to open their machines and place therein a record of some customer of the location. Telephone music ops have been getting such requests for a long time.

Music machine operators are warned — DO NOT PLAY ANY CUSTOMER’S RECORD UNLESS YOU HAVE A LEGAL RELEASE FROM HIM REGARDING THE PLAYING OF THIS RECORD.

NEW BOX CLICKS

W.M. (Bud) Paar

Los Angeles — “Bud” Paar of Solotone Corp., this city, reports that the firm’s new non-sective wall box is bringing the firm orders from everywhere in the nation.

“It’s the most sensational product”, Paar reports, “that we have ever yet introduced to the trade. We are working day and night to get them out just as fast as we can to fill all orders received.”

guess. But, we will say this, when you see what we have you’ll be pleasantly and completely surprised. We believe that the games we are going to show the trade are just what the operators have been waiting for. And, you can also tell the boys that we’ll be in full scale production very, very soon.”

Tube Sale!

65c7 . . . . . . . . . . . . .69c

5V6GT . . . . . . . . . . . . .41c

R.F.C. Tubes, brand new, carry a 10-day O.P.A. guarantee. Order at once while they last. Other numbers in stock.

707L Sub

(For Seeburg Wall-o-Matic and Bar-o-Matic. Sold on money-back guarantee.)

Complete with Adapter. $.10

12” P. M. Speaker

With 20-Qt. Hopset, Famous Make $.50

Order at Once!

Paul’s Radio Accessories

4425 Diesel Blvd.

Chicago 15, III.

Phone: Kenwood 0990

Arcade Equipment — Like New

Rock-Ola World Series $19.50

Kirk Bow-Ball 19.50

Evans Ten Strike 49.50

Gottlieb Skeeballette 59.50

Mutoscope Driveable 79.50

Scientific Upright Basketball 59.50

Supreme Rocket Buster 299.50

Venetian Periscop 149.50

Seeburg Chicken Sen 109.50

Bally Reel Fire 19.50

Kenny’s Air Raider 49.50

Kenny’s Texas Leaguer 49.50

Thunderbird 199.50

Western Baseball, late 19.50

Kenny’s Submarine 129.50

Show your game to the world.

Art Bowler $4.50

Shuffle-Ball 49.00

Ladleball 43.50

Lucky 30.00

Cedillac 30.00

Exhibit Foot Pool Whitehead 49.50

Scientific Bathing Practice 129.50

Chicken Sen Converted to Hitler Gun 79.80

Chicken Sen Converted to Jep Gun 99.50

Exhibit Punching Bag 59.50

Exhibit Post Card Machines 19.80

Mutoscope Sky Fighters 299.50

Bally Submarine 179.50

Shoot Your Way to Tokyo 199.50

Go-Kart Machines 19.50

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The town was jammed with visitors from all over the country this past week. Never before saw such crowds. It seems that the premiere showing of the new "Challenger 42" automatic phonos was one reason and the fact that Rockola had presented their new machine to another one. Coinmen came in and rushed to one factory and another all day long and everyone was crying for immediate delivery of carloads of equipment of all types. The manufacturers tell me that this was one of the most hectic weeks in all their history.

(By the way, it will pay every coinman to make sure that he has hotel reservations before he comes to town. We have written about this time and again and yet many will simply fly in or train in and then suddenly call everyone they know in desperation to get a room. Unless reservations are acknowledged coin machine men should be very, very sure that they will be able to bunk with someone before they come to Chicago. This city is getting more and still more conventions every day.)

Well, the news is out—Al Sebring is setting up to manufacture records and has already signed in with some very noted music people. Looks like Al will be making much history in this new firm very, very soon. One of the most outstanding and startling announcements to come from any Chi mfr was that which was released by AMI this past week on the fact that they are opening the Hotel Continental on the near north side wide open, April 11 and 12, for all the coin machine trade. "Just an old time convention with plenty of good convention flavor," is the way "Doc" Eaton, salesman for AMI puts it.

Lou Wolcher of Advance Automatic Sales Co., San Francisco, Cal. in town this past week and looking, very, very good. Lou was busier than a bee and spent all day and part of the nights with other coinmen visitors discussing this and that and . . . Art Flake of the Arthur Flake Distr. Co., Dallas, Tex. in town, too, this past week and rushing about to see what merchandise he could gobble up in a hurry and carry right down to the Lone Star State with him . . . Bill (The Sphyx) Cohen of Silent Sales Co., Minneapolis, Minn. also in town this past week—for more than one reason they tell me. Harry Jacobs, Jr. of United Coin Machine Co., Milwaukee, was in town and had a lot to do so couldn’t get anything more than a hurry phone call with Harry. He reports that he will soon be ready with a real surprise announcement . . . Joe Beck of Mitchell Novelty Co., Milwaukee, was also around the Windy City and seeing that new Challenger phono. But, with the baseball season ready to get under way, looks like Joe will be busy with his team in Milwaukee soon . . . Sam Stern of Scott-Crosse, Philadelphia, was in town over at the Rock-Ola factory and trying to convince all the execs over there why they should ship him a complete trainload of the new 1422.

Ben Axelrod of Olive Novelty Co., St. Louis, Mo. was in town this past week and just zoomed in and zoomed out . . . Barney Dostershill of Barney’s Music Shop, Dallas, J. C. Childers of Ft. Madison, Ia., Sam Bella of Kankakee, Ill. and a host of others seen around here and there in the town and many of them meeting evenings in the good old Celtic Room of the Sherman to talk over the day’s events . . . Saw Joe Ash of Active Amusement Machines Co., Philadelphia, and from the way Joe was traveling about—looking and listening and saying very little—he’s just about ready to pop with some news for the trade.

Dan Cohen of Crescent City Cigarette Service, New Orleans, in town and seemed to be pretty happy about something he accomplished while here. Dan picked himself early in the week and went on to New York from where he intends to fly back to Nola . . . George Ohlendorf of Freeport, Ill., Sam Horwitz of Acme Novelty Co., Pittsburgh, Pa., Max Roth of Roth Novelty Co., Wilkes-Barre, Pa., Bill Hautzer of Auburn, Ind., Lew London from Dallas, Nate Robinson of Madison Coin Machine Co., Madison, Wis. and many, many others seen here, then there and everywhere.

Bumped into Benny Robinson of Robinson Sales Co. and learned that he was moving his headquarters from Detroit to New Orleans which is certainly a bit of a sleeper jump. Ben has some near lines already and believes that he will soon announce many more. He’s all enthused over his move . . . Clarence Camp of Southern Amusement Co., Memphis, Tenn., Cee Stone of Musical Sales Co., Memphis, Tenn., gave their fair city nice representation this past week . . . Hymie Rosenberg of New York around and talking with some of the boys from Brooklyn as well as from the Big Town and making plan on plan.

Bill Wirgney of W & L Phonograph Service, Peoria, Ill. was around looking some of the deals over and talking with some of the boys around town about what was what in town. Jack Lovelady of Ball Ground, Ga. came to town and many of the boys were glad to see him. Jack isn’t a frequent visitor here and has many friends regardless—so all are happy to get together with him and discuss this and that about this and that . . . Ben Lazar of the B. D. Lazar Company, Pittsburgh, Pa. in town this past week and just sat himself down in Art Wein- and’s offices at the Rock-Ola plant looking to get as many of the 1422’s as he could for Ben told us he set a new sales record for his firm with his three day Rockola showing.

George Ahe of Philadelphia was around our Windy City this past week but couldn’t get to see him and do wish he would have phoned.
The National Association of Tobacco Dealers convention at the Pennsylvania Hotel brought quite a few cigarette vending machine operators to the City. Ken Brown came the farthest, flying in from the West Coast to see J. Breidt of U-Need-A Vendors, Inc., for whom he distributes ... Aaron Gosch, Supreme Cigarette Service, New Rochelle, N. Y. just in from a month's vacation in Florida, and livelier than ever ... Of all the displays on the convention floor, cigarette machines drew the most attention. Lou Cantor, factory representative for National Vendors, Inc., greeted like a king after an absence of four years. Lou is now set up in Cleveland, O. and will cover the mid-west and eastern territories. Al Horth, who, prior to serving in the army for four years, was Cantor's assistant, was on the floor helping out.

In addition to the large group of representatives attending the U-Need-A Vendors booth, Abe Feinberg came in from Boston, where he and Hymie Leiter opened a temporary office at 1209 Washington St. to display the cigarette machine... Burnhart "Bip" Glassgold of Arthur H. DuGrenier and Julius A. Levy, manager of the New York offices kept busy greeting many customers ... With Robert Z. Greene of Rowe Mfg. Corp. out of town, George Seedman and his salesmen were at the Rowe booth ... Harold Meeks, well-known coinman, and Sales Manager for the new electric cigarette machine, entertained a number of coinmen who saw the electric vendor for the first time ... National Vendors, Inc. showed artists drawings of their electric machines.

Al Schlesinger, manufacturer of the "Roll-A-Ball Barrel Roll" skee alley, invites Jack Fitzgibbons of Jafco, Inc., his associate, to visit him in a week, when the shark fishing season opens. "All I have to do" states Al is "to walk two blocks from my office to the most well-stocked waters in the United States. I'll catch them, and Jack, a great fish eater, will eat them" ... Charles and Gilbert Engelman, popular music ops, buy a Dude Ranch, and plan on calling it Manore Ranch ... Hymie Rosenenberg, H. Rosenberg Co., returns from a trip to Chicago.

If you want to sleep up against a curbstone, come to New York City without hotel reservations. The city is so crowded at this time, with the UNO delegates, that the hotels haven't got room for a stray terrapin ... Lou Unterberger, Rex Amusement Co., Wilkes-Barre, Pa., had to rush into the city and then discovered that he couldn't get sleeping accommodations. We still don't know how Lou made out ... Bob Sliker, General Manager for East Coast Sales & Distributing Co., continuously on the floor showing the new Rock-Ola phonos, while Dave Stern hustles back and forth between Elizabeth and the city. Everett Masterson and Tom Burke handle the rush at the Elizabeth office. All await the return of Harry Pearl from Florida.

The crew of Runyon Sales Company of New York preparing for the showing of the new AMI phonos at their Tenth Avenue showrooms from March 28 to April 5. Barney (Shugy) Sugerman, Abe Green and Mike Munves, and their assistants, Jack Mitnick, General Sales Manager, and Bernie Wolfson, General Manager, who will act as a reception committee, will all be ready to meet with all the music ops. DeWitt (Doc) Eaton, General Sales Manager of Automatic Instrument Co., announced that his assistant in the Sales Department, Lyndon C. Force, will act as his representative at the premiere showing ... Morris Hankin and Jack Lovelady, H & L Distributing Co., Atlanta, Ga., spend a few days in the big city ... Georgie Holzman and Willie Levy, Brooklyn operators, drive down to Miami ... Joe Darwin, Eastern Regional Sales Manager for Packard Manufacturing Corp., recuperating from a recent illness in Miami, writes he is coming along fine ... Dave Margolin and Leo Knebel, Manhattan Phonograph Co., distributors for the Aireon phonos here, settling down to some real order taking, now that the excitement of his showing is over ... Harold Lieberman, Acme Novelty Co., Minneapolis, Minn. in New York City on his way home from a three week vacation in Miami ... Charlie Polgaar, Tri State Sales, of this city and Newark, N. J., writes Bill Blumenthal, his New York office manager, that he is having a most marvelous time fishing off the shores of Florida. Warren Ryan, manager of the Newark office reads the letter and comments "Write him a note, Bill, and ask him to catch a few Bally 1-balls and some 'Surf Queens' for us here".

Charlie Wertheimer and Mike Bond, Boston coinmen, bring their wives into the city for a short visit ... Jake Friedman, Mills' distributor in Atlanta, Ga. in the city. Friedman is doing a big job distributing records in his territory ... Charlie Steinberg, Mayfair Music Co., owner of the Topps restaurant here, opens another restaurant on W. 1st St., and calls it the St. Claire ... Sal Trella, Elky Music Co., takes his wife and heads for Miami ... Jimmie Sherry, Music Music Co., would have liked to go to Miami, but couldn't make it, so he sent his wife and family ... Newark, N. J. headquarters for the Rock-Ola phonos, East Coast Sales, under the management of Irv Orenstein and Dave Engels, is rushed to death taking care of the operators ... Art Nyberg, Bally regional sales manager from Baltimore, Md. spends some time in the city ... Sammy Stern, Scott-Cross Co., Philadelphia, Pa., in Chicago visiting the Rock-Ola factory ... Dave Rosen, AMI distributor in Philadelphia, P.a., drives into Newark to see Barney (Shugy) Sugerman.

Mike Munves, with his many interests today, becomes more busy now that demand for arcade equipment grows heavier ... Hirsh De la Viez, Hirsh Coin Machine Co., Washington, D. C. gets loads of inquiries from distributors throughout the country, who are interested in tying up a territory for his new game "Red Ball" ... Charlie Aronson and Bill Alberg, Brooklyn Amusement Machine Co., Brooklyn, N. Y. return from a visit to Chicago, and will soon be ready to make an important announcement ... Dave Engels of Hercules Sales, Newark, N. J. returns from a buying trip, but by the time he gets back to his office, the equipment is all sold. Dave is now on his way to Indiana to buy more machines ... Irv Morris and Joe Ash, Active Amusement Machines Co., Newark, N. J. and Phila. return from a visit to Chicago, where they saw the manufacturers.
Bill Wolf, M. S. Wolf Distributing Co., is a very busy man these days getting his display rooms ready for the big showing of the new AMI Phonograph. Bill promises the boys one of the biggest, swellest parties ever held. "Just wait until they see the new AMI phono," says Bill. "It has everything the boys have been waiting for." The premiere showing is set for March 27th and 28th at his showrooms at 1348 Venice Blvd. in Los Angeles, with others scheduled for San Diego, San Francisco, Portland and Seattle.

Jack Gutshall reports that the orders are pouring in for the new Aireon phono. Jack, who is national distributor for some of the nation's outstanding record labels, says that he plans an announcement soon of several outstanding recordings. Jack says he handles nothing but proven hits.

C. A. Robinson, one of the best known of the distribs in this part of the country, celebrates his 19th year in the coin biz. Congratulations, Charlie. Here's hoping there'll be many, many more... Add one to Jimmie Rutter's family. The new addition is a little lass named Sandra Jean. Bud Par's report after ops viewed the new Solotone non-selective music box is: "Nothing short of sensational, with orders pouring in from all over the country."

Frank Navarro, Navarro Distributing Company, handling the new Aireon in Southern Calif. and Mexico, is visiting his offices south of the border and is due back in town in about ten days... Two new service men working for Paul Laymon are Orville Sorenson and Ben Shupp... Elky Ray, Gold Coast Coin Machine Exchange, sweating out the hope that his new building on Pico Blvd., will be ready for occupancy within the next 45 days.

William "Bill" Happel, Jr., Badger Sales, happy over the response of music ops to the new Rock-Ola. Practically every op who came in to see it left an order, Bill reports. "Oh for that new building to be finished soon," he sighs... Ops seen strollin' along coin row the past week included: M. C. Stewart, Big Bear; Ivan Wilcox, Visalia; Guy Evans and Ray Garrison, Phoenix; Charles Bonney, Flagstaff; Stanley Tracy, Kingman, George Young, Selma; T. B. Rogers, Temple City; L. A. Barnes, John Keterside, Homer Gillespie and George Landier, all of Long Beach; Jack Arnold, Barstow; W. K. Vollmer, El Centro; and Jack McHeegan, Modesto.

Len Kelly, K & M Distributors, handling Memo, Sunshine and Atomic record labels, is now on his way to New York and setting an all-time sales record en route. Fred Myers, covering the midwest, reports a swell reception for the firm's platters all along the way. This is keeping H. A. Lucas very busy filling the orders the boys are sending in... Quality Pictures going into production shortly to produce a new series of 16 MM shorts for Panorams, accord-

ing to W. Merle Connell, production manager. He says the new series will be, "Tremendous."

Len Micon, Pacific Coast Distributors, wants all ops to stop in and see the new Packard speaker. "It's a honey," says Len... Frank Berger, Berger Enterprises is bed ridden again. He may need a serious operation. Frank, one of the best liked employers in the business, has all his employees and friends rooting for him. Howard Uter, general manager, is looking after things very capably.

Oh where, oh where has Leo Mesner of Aladdin Records gone? He must have rubbed that Aladdin lamp and disappeared. Lucky for Leo he has a very capable secretary in Helen Brahinsky... Ed Urban, Urban Records, is going after business with a bang. Ed has just announced a new low price for his very swell records, and this should bring his platters into even greater demand... Sam Ricklin, California Music, has been very busy these past few weeks explaining to the many music ops who have called on him for info on his 70-30 operating percentage... Fred Gaunt, General Music, talking things over with a number of new ops in the field. Fred can always be counted on to give the new lads in the coin biz a helpful word.

Al Sleight, the Bally representative, says that the demand for Bally games is nothing short of phenomenal, with the current demand for the new Surf Queens growing right along... John Rough of Phonofilm productions was one of the first and original coin machine film men in the biz. John presented one of the first 16MM films ever produced for panoramas to the Mills firm in Chicago. John has a very extensive library and is now distributing Phonofilm as well as Quality Picture Films... Otis Rene, Excelsior Records, reports that his firm has just completed waxing several new platters for phono ops. Otis says that his policy is and always will be, "Excelsior will put two hits on every record."

Aubrey Stemler, organizing director of the Music Operators Association of Southern California, has done a bang up job of getting ops into the association... Ray Powers, E. T. Mape Music Company, has us in quite a dither waiting for the expected announcement. We'll hold out as long as you do, Ray... Chuck Hastings, Spotlight Records, is reorganizing his firm and expects to turn out some top recordings for music ops at an attractive price...

...Williams Distributing Company, located in the heart of coin row, completed decorating and furnishing their offices and showrooms. It would do Harry's heart good if he were to run down here from Chicago and view the swell job his father has done.

A late tip: Paul Bleck, AMI factory representative, and the well-known Jim Mangan, of Mangan and Eckland, will attend Bill Wolf's premiere showing and blowout when the new AMI is unveiled.
MINNEAPOLIS

Tony Trucano of Deadwood, S. D., flew into Minneapolis to visit some of the distributors and had a little difficulty in getting plane reservations to go back; however, he made it... John Manolis and his new son-in-law were in town for several days visiting some of the distrbs in the Twin Cities... Jonas Bessler of the Hy-G Amusement Co. spent several days at home with a bad cold. He's feeling better now and back on the job again.

J. Smith, known to the trade as 'Smitty,' was seen in Minneapolis recently. Smitty, former ace mechanic for the Mayflower Distributing Co., is now residing in Aberdeen, S. D. Mrs. Smith accompanied him on the Minneapolis trip... Mr. and Mrs. Shea of Wessington, S. D., stopped in Minneapolis to visit some of the distrbs. They recently returned from a month-long vacation in Texas... Al Scheiner, one of our Minneapolis ops, has returned after vacationing at Grand Rapids, Mich., and Chicago... Doug Widstrom, top mechanic for Leo Burch before the war, is now back on the job again. Doug spent three and a half years in the Army... Archie LaBeau, of LaBeau Novelty Company, St. Paul, was full of smiles recently. The reaction of ops after seeing his new Rock-Ola was terrific.

Silent Sales Company is anticipating the new model of the Mills phonos to arrive of the latter part of this month... Bill Hunter, successful op of Wheaton, Minn., has bought himself another two-seater airplane. He loves flying and it's getting to be more than just a hobby with Bill... Harry Harrison of Brainard is getting his fishing reel and lines oiled up and put in order—says it won't be long now... Bob Aherin is back in the music business again after being out of it for just a few months... I. F. LaFleur and his son, I. F. LaFleur, Jr., were seen in the Twin Cities recently. Junior has been out of the Army for two weeks and is making the rounds with his Dad, getting acquainted with the distrbs. Junior's headaches will be over as Junior intends to handle most of the business.

Harry Greenstein of the Hy-G Amusement Company and Dave Gottlieb, Chicago, are both in Miami and seeing a lot of each other... Dave Ziskin, of Silent Sales Company, is smiling big smiles these days. He's the father of a new bouncing baby girl... Herman Paster is back on the job after a Miami vacation. He looks fit as a fiddle and very tan too... Van Middlemas of the Van Specialty Company decided to retire and his entire business is being taken care of by Bob Westrum, Van's son-in-law. Robert More of Willmar, Minn., is opening a new record store. He says the town needs one badly... Fred Gates, operator of the Playland Arcade here, is expanding his business, anticipating the grand opening of an electrical appliance and phono record store... R. A. Smith, of Little Falls, Minn., looking really fit after a vacation trip with wife through Florida and Louisiana. Next month he goes to West Virginia for the Apple Festival.

Ted Bush, of Bush Distributing Company, is out-of-town on vacation. Mrs. Bush is with Ted at Hot Springs... Kenny Willis just back from a trip into Eau Claire, Wis. He's now preparing for another trip to Milwaukee... Harold Harder and Oscar Trumppen, both with Bush Distributing Company, are showing the Airtron phone at Green Bay, Wis., this week... Lowrie Nelson, of St. Cloud, Minn., is back in business... Jess Waddell is busier than a bumble bee. Claims business is bubbling over around Charles City, Iowa.

HOUSTON

The new Rock-Ola Phonograph was put on display March 13th, at Southern Distributing Co. Announced price was $595. Orders aparently and then some were recorded. Southern Distributing has nearly completed an extensive program and have dressed up the place with brand new furniture to sorta go along with the new machines... Star Record Stores, a long established outfit in Texas, just opened a store on Leeland Avenue. Being as they have two stores in San Antonio already, we predict they will raise the ante to anyhow three in Houston shortly... Another record market place opened not too long ago, North Main Record Shop, top man being E. F. Rusk, a local music operator... Standard Music Distributors recently added several record lines, including Exclusive, Excelsior, Giltedge, Modern, G & G, and Rhythm.

Tom Williams and George Prock, share and share alike holders in General Music Distributors, spent several days in Chicago looking over new stuff and planning on some new lines for Texas ops. Tom didn't bring any stuff back with him, coin machine stuff, that is, probably on account of transportation being what she is today. Two trains broke down under Tom on his way up, and a third had to be towed past the outskirts of the Windy City... Mrs. Buna Barron, attractive secretary at Commercial Music, all a-twitter because her husband is soon due home from the Army and all a-worry because she can't find an apartment... Wink Williams passing out the.cigars. Yep, it's a boy, a bouncing eight pounds and four ounces and getting along splendidly as is his mother... Early in March, H. A. Franz took on the job of assistant manager at Houston branch of S. H. Lynch & Co. C. M. Robertson right plenty of the new abode for his Automatic Music Co. $20,000 plus remodeling it set him back, and that's a few nickels to get thru a coin chute.

Some foreigner from Dallas or Fort Worth or maybe it was San Antonio once said it did beat all how the coin machine business locations were scattered all over Houston. Seems now as if Leeland Avenue bids fair to become what some towns refer to as "coin machine row." Three distributing firms, two major operating firms and two record stores are now bunched within a ten block area on Leeland. Names don't run at all true to form amongst local coinmen hereabouts. For instance Williams and not Smith or Jones is the most common name. Fact is we do not know of a single Jones in the business and only one Smith. On the other hand, we have J. W. (Wink) Williams, Tom Williams, R. B. Williams, John E. Williams, and an operator Williams whose initials slip our mind, all well known coinmen and not related.
Want: Ballytwins 12 or 12 mechan. coin operated machines. Price: 5c. M. LEBBE, 501 W. 16th STREET, NEW YORK, N.Y.


Want: All kinds 5c Selective Candy Bar Vending Machines. Trade counter, bulk, coin operated. Coin counters; change makers; ice cream vending machines. Price in first letter. R. H. ADAIR CO., 692 W. HOOSIER RD., OAK PARK, ILL.

WANT—Relay Box. R.R.I. It is used with a S.A.L. Electric Selector. Can return. Neil Shulman, 525 N. Green St., Chicago, IL.

Want—Beesew, Wurlitzer, Rock-Olds, or S.A.L. Large Coin Operated Machines. Wire, write or phone and we will give our best price. W. R. V. LEE & COMPANY, 406 W. 69TH STREET, NEW YORK, N.Y.

Want—Baby Hi-Hand Machines, combination free play and pay-as-you-play single machine models. Complete line. Deals. COIERS COIN MACHINE EXCHANGE, 1237 ASTOR BLVD., QUEENSBORO BRIDGE 25, QUE. Tel.: Fulton 7645.

Want—Phonographs wanted. We pay cash for all models. State model and price desired. H. W. COE, 942 IRVING PK, CHICAGO, ILL.

Want—Chester Pollard Football at 5711 CHESTER AVENUE. FLORENTINE, 212 LOUSI STREET, ST. LOUIS, MO.

Want—Any quantity of General's Boccos, Cast Kings and Argonauts. State condition. Money due at once. CLINTON AVENUE, NEWARK 2, N. J.

Want—Rock-Olds 1935 Monarchs and 1939 Standards. Must be in good condition and complete. Will pay highest prices. Hurry before price drops any lower. LIBERTY MUSIC CO., PHENIX ROW, HAVERHILL, MASS. Tel.: 2738.

Want—Jennings Free Play Slots; Free Play Games and Consoles; Scales: Arcade and Counter Glasses. Write for our price list on all Coin Operated Equipment. B. C. COOCH SALES CO., 113 WEST 25 ST., LIMITED, ST. THOMAS, ONTARIO CAN.

Want—We will buy Western Baseballs. All models and all years. Will pay current quantity, modest condition and prices. H. E. B. CO., 4229 S. 111TH STREET. ST. LOUIS, MO. Tel.: Lyndon 2-3539.

Want—Seeburg, 51 wire boxes and used records. DAPA DISTRIBUTING CORP., 228 ERIE BLVD., EAST STRACUSE 2, N. Y.

Want—All model Keney Super Bell combos combination Free Play and Pay-Out; Mills Three Bell; Mills Four Bell; Mills Jumbo Free Play, late Blue and Red; Mills Jumbo Combination Free Play, late ball; Baby Hi Hand; Baby Club Bell. Will pay top cash prices. Write or wire to TRADE, 200 W. 46 ST., NEW YORK, N.Y.

WANT—Buckley Twin 12 or 12 mechanism coin operated machines. Price: 5c. M. LEBBE, 501 W. 16th STREET, NEW YORK, N.Y.


Want—Will pay top cash price for 750 Wurlitzer, Murrell Amusement Co. 1005 S. FLOUIDA AVE., LAKELAND, FLA. Tel.: 2-1125.

Want—We want to buy phonographs and pin games. Will pay top cash price for Rock-Olds or Wurlitzer 680 and 900's, will use any kind late pin games. Wire, phone, write or call. E. D. BEE, 1106 SOUTH OXFORD ST., BROOKLYN, N.Y. Tel.: 239-0131.

Want—23 calves shells; Beechey or Wurlitzer Still phonographs; Club and Super phonographs. Will pay prices for 10 and 25 cent sets. Write best price, condition and quantity. W. H. S. McClellan, 709 PICO BLVD., LOS ANGELES 6, CAL.

Want—We will buy any kind or make of slot machine in any condition. Write full details of price. Any or all types of slots. Over 20,000 maps of any slot machine. Los Angeles 11, CAL. Tel.: Adams 7089.

Want—Late Model phonos, pin games, consoles, slots and old 12, 16 or 20 Record Rock-Olds. Write or call for prices. NOBORO NOVELTY COMPANY, 165 ELLIS STREET, PHILADELPHIA 5, PA.


Want—15-wire Wall Boxes, Adapters, etc. old model phonograph from old machines. WINNIECOIN MACHINE EXCHANGE, 277 CALIF. AVE., WINNIECOIN, MANSFELD, OHIO.

Want—Slot machines, Jack-in-the-box, Recreation-room, etc. Also slot machines slot in any condition. Quote lowest prices in first letter. H. W. COE, 942 IRVING PK, CHICAGO, ILL.

Want—15-wire Wall Boxes, Adapters, etc. old model phonographs from old machines. WILLIAMSON COIN MACHINE EXCHANGE, 277 CALIF. AVE., WINNIECOIN, MANSFELD, OHIO.

Want—Slot-machines, Jack-in-the-box, Recreation-room, etc. Also slot machines slot in any condition. Quote lowest prices in first letter. H. W. COE, 942 IRVING PK, CHICAGO, ILL.

Want—We need 100 No. 5021 Tubes. Please advise price. REDD DISTRIBUTING CO., 200 W. 46 ST., ALLSTON, MASS. Tel.: Stadium 3209.

Want—Mills Three Bells; Kenney Super Bell P.F.P.O.; High Hand; Jumbo Parade Bells; M. W. C. Globe Bells; Kenney Four Way 50c Bell; 5c and 1/2c Kenney, 5c and 1/2c. Write or phone. O. A. MURPHY CO., 1124 SOUTH 2ND STREET, LOUISVILLE 1, Kt. Tel.: Washb 1025.

Want—15-wire Wall Boxes, Adapters, etc. old model phonographs from old machines. WINNIECOIN MACHINE EXCHANGE, 277 CALIF. AVE., WINNIECOIN, MANSFELD, OHIO.

Want—Slot machines, Jack-in-the-box, Recreation-room, etc. Also slot machines slot in any condition. Quote lowest prices in first letter. H. W. COE, 942 IRVING PK, CHICAGO, ILL.

Want—We will buy Western Baseballs. All models and all years. Will pay current quantity, modest condition and prices. H. E. B. CO., 4229 S. 111TH STREET. ST. LOUIS, MO. Tel.: Lyndon 2-3539.

Want—Seeburg, 51 wire boxes and used records. DAPA DISTRIBUTING CORP., 228 ERIE BLVD., EAST STRACUSE 2, N. Y.
MISCELLANEOUS

(Continued)

NOTICE—Want to get in touch with coin machine manufacturers (for wholesale or retail distribution of coin machines)? In Eastern Canada, the Maritime Provinces, and the Western Provinces, write to: W. A. Reid, REID AMUSEMENT MACHINES, 280 BOTSFORD STREET, MONCTON, N. B., CAN.

NOTICE—Year old rectifiers rebuilt like new. Keep your games and phones in A-1 operating condition. Rebuilt to give new unit performance and longevity. All makes, types and sizes rebuilt at $2.50 each. Detach rectifiers from transformers. Transportation to us must be prepaid. All return units are subject to previous transportation. BAYES LABORATORIES, 271 MILL AVE., KILLEN, ILL.

NOTICE—You'll like to do business with Jack Rosenfeld, Exclusive Distributor for Eastern Missouri, Southern Illinois, Western Kentucky, J. ROSENFIELD CO., 315 OLIVE STREET, ST. LOUIS 5, MO. Tel. N'Kewastad 1388.

NOTICE—JULIE BOX, NEEDLES RE-SHARPENED. A good Clean Service that is dependable. A CONOMICAL—E. DEPENDABLE, A CONOMICAL—E. SERVICE. Write now. All work must be prepaid. Keep your machines in working order. Machine Service, P.O. BOX 776, FORT DODGE, IOWA.

NOTICE—"A" Day has arrived in Wisconsin. All the coin machines are concentrated right here in Milwaukee because AIREON, the ELECTRONIC phonograph is NOW ON DISPLAY at KLEIN DISTRIBUTING CO., 300 W. FOND DU LAC AVE., MILWAUKEE 6, WISC.

NOTICE—Rock-ola, Seeburg, Wurlitzer Makers present to factory specifications. Start-er Windings E. complete rewind $2.50; Mills Motors, Star-Windings $250; complete rewind $1.50, one day service. All work guaranteed. 9-6 M. SATURDAY 9-5 UNION AVE., MEMPHIS, TENN. Tel.: 2-1128.

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